



Annual Report

September 28, 2012

Prepared by
Hampton Roads Partnership



The Hampton Roads Partnership (HRP) is a public private organization that was formed on May 15, 1996. The Partnership represents ten cities, six counties and one town, equaling approximately 1.6 million citizens of Virginia. Its mission is to provide leadership on those strategic issues that will improve Hampton Roads' competitive position in the global economy.

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Introduction

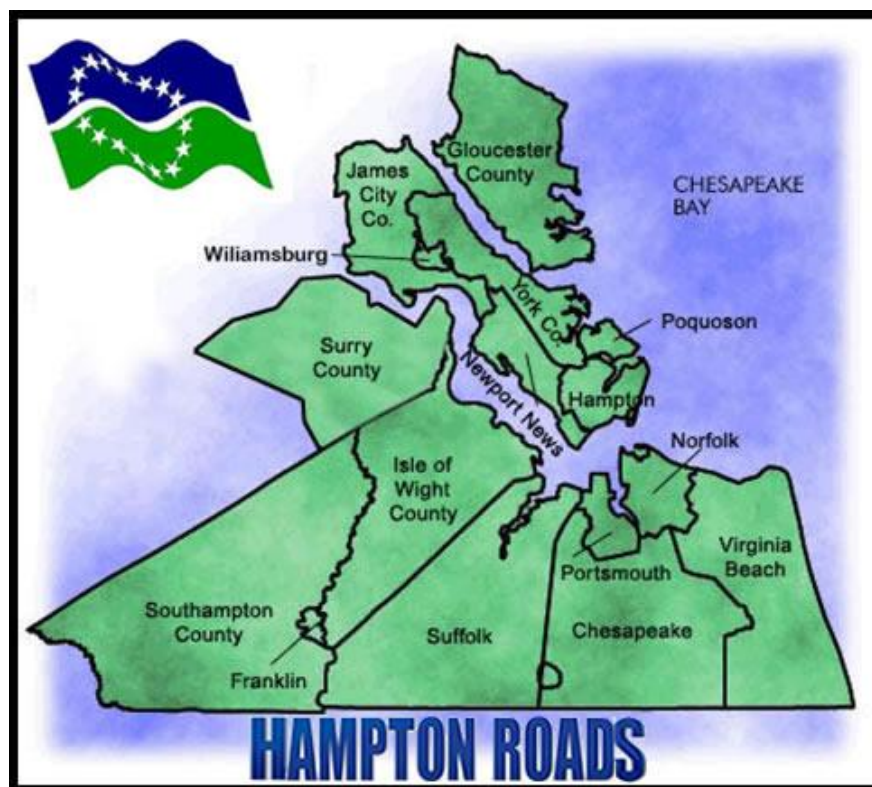
The 2012 Annual Performance Report on the regional Comprehensive Economic Development Strategy (CEDS) also known as *Vision Hampton Roads* fulfills the requirement set by the Economic Development Administration (EDA) to report on the progress in achieving goals of the plan.

Vision Hampton Roads was adopted by the Strategy Committee on February 19, 2010 and approved by the EDA on November 23, 2010. *Vision* is a regional plan that includes broad strategies and specific actions of prioritized importance that will position Hampton Roads as an impactful leader in the global economy. *Vision* is an economic development planning tool intended to aid local governments as well as regional and local organizations in decision-making.

This report is a supplement to the *Vision Hampton Roads* document which is available for download at: <http://VisionHamptonRoads.com>

Hampton Roads Region

The Hampton Roads region is located in Southeastern Virginia and is roughly contiguous with the Virginia Beach-Norfolk-Newport News Metropolitan Statistical Area (MSA). Specifically, Hampton Roads, as defined by the Hampton Roads Partnership, includes the ten (10) cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the six (6) counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; and the town of Smithfield. Hampton Roads is a diverse region of 1,679,737 citizens that includes urban, suburban and rural communities, prosperous as well as distressed areas.



Regional Performance

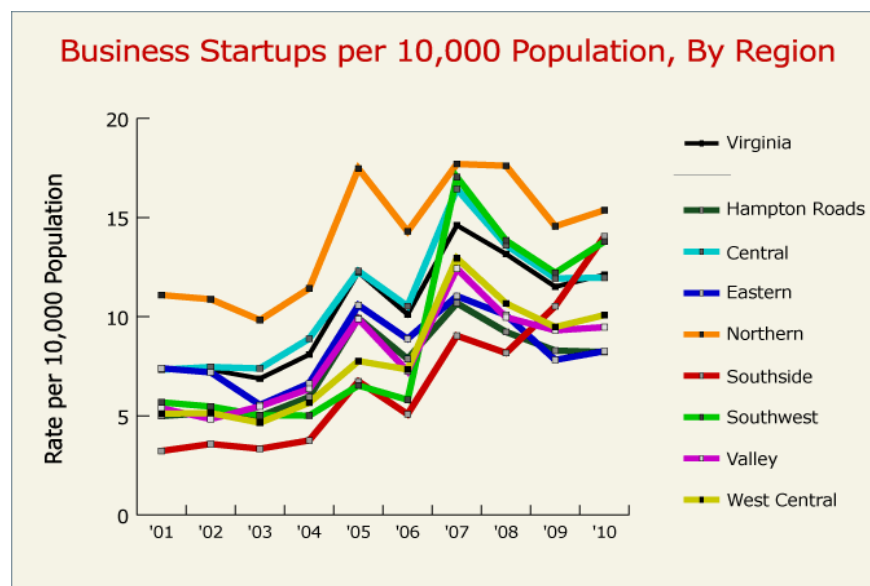
Hampton Roads Performs (<http://hamptonroadspersforms.org>) tracks progress and provides insight into those aspects of life that will ensure the region's competitive position in the global economy. The measures that follow comprise the “dashboard” used to track specific indicators we hope to improve through the successful implementation of Vision Hampton Roads.

Business Startups: Maintaining ➡

The number of new businesses in the Hampton Roads region (relative to the size of the population) has risen over the last ten years, but has experienced recent declines due to the recession.

Why is This Important? Entrepreneurship is often viewed as an engine of economic growth. While the number of new business startups typically corresponds with economic expansions, the role of entrepreneurship in job creation is less clear. One view of the relationship between startups and economic growth is that entrepreneurs breed innovation. However, low rates of survival and the limited growth of most small businesses suggest that business startups do not significantly contribute to [employment growth](#).

How is Hampton Roads Doing?



Within Virginia, the Hampton Roads region had the lowest rate of business startups per 10,000 population in 2010, although the trend has generally been rising since the decade began. The number of business startups per 10,000 increased from 4.99 in 2001 to 8.22 in 2010 -- with a peak of 10.68 during pre-recession 2007. As the data shows, startups experienced

peaks in most regions in 2005 and again in 2007 before dropping markedly during the Great Recession. Most regions have seen new business startups pick up again in 2010.

What Influences Business Startups? Low cost of capital and high [unemployment](#) rates can serve as catalysts for new business startups. Lower cost of capital reduces the expense and risk involved with starting a business. Higher rates of unemployment encourage jobless individuals to opt for self-employment. Additional factors that influence the rate of business startups are the [educational attainment level](#) of the population, physical infrastructure and access to finance, the business climate, and the existence of networks that may encourage clusters of similar startups.

Data Definitions and Sources:

Population estimates: U.S. Census

[Virginia Employment Commission](#)

New small business startups were firms that had at least one employee and matched the following criteria:

*Setup Date and Liability Date occurred during the same year and quarter.

*Establishment had no Predecessor UI Account Number.

*Business is privately owned.

*Average employment is less than 250.

*No other accounts with the same UI Account Number existed that did not match the above criteria.

[The fifth criterion ensures that there were no other previous establishments by the same enterprise.]

Mata, Jose, Small Firm Births and Macroeconomic Fluctuations, Review of Industrial Organization 11, (1996): 173-182.

Audretsch and Acs, New-Firm Startups, Technology, and Macroeconomic Fluctuations, Small Business Economics 6, (1994): 439-449.

Schumpeter, J., The Theory of Economic Development, Oxford: Oxford University Press, 1934.

Popkin, Joel and Company, [Small Business During the Business Cycle](#), (PDF) Small Business

Administration, Washington, D.C., 2003

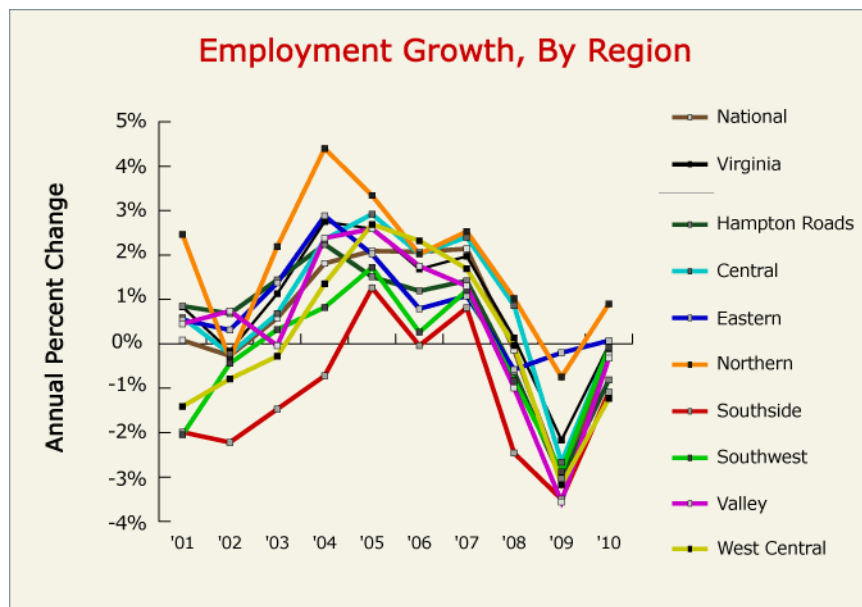
Firm Startups, Technology, and Macroeconomic Fluctuations, Small Business Economics 6, (1994): 439-449.

Employment Growth: Maintaining ➡

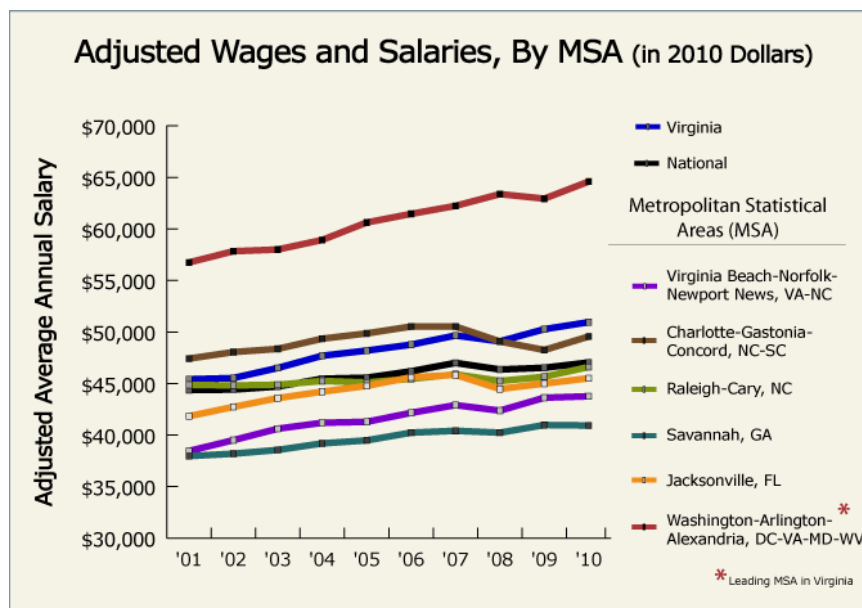
Employment growth reflects the speed at which the economy can create and fill new jobs. The rate of employment growth was negative into 2010 as the effects of the Great Recession lingered.

Why is this important? Employment growth is an indicator of expansion in the economy that represents an increase in the economic opportunities available to the citizens of a region or the state. Employment growth is generally tracked as a percentage change from a previous year.

How is Hampton Roads Doing? All regions in Virginia have seen employment growth shrink since 2007. The Hampton Roads region had the third lowest rate of employment growth at -0.8 percent in 2010; the northern region saw the most growth at 0.9 percent. The statewide rate of employment growth was -0.3 percent.

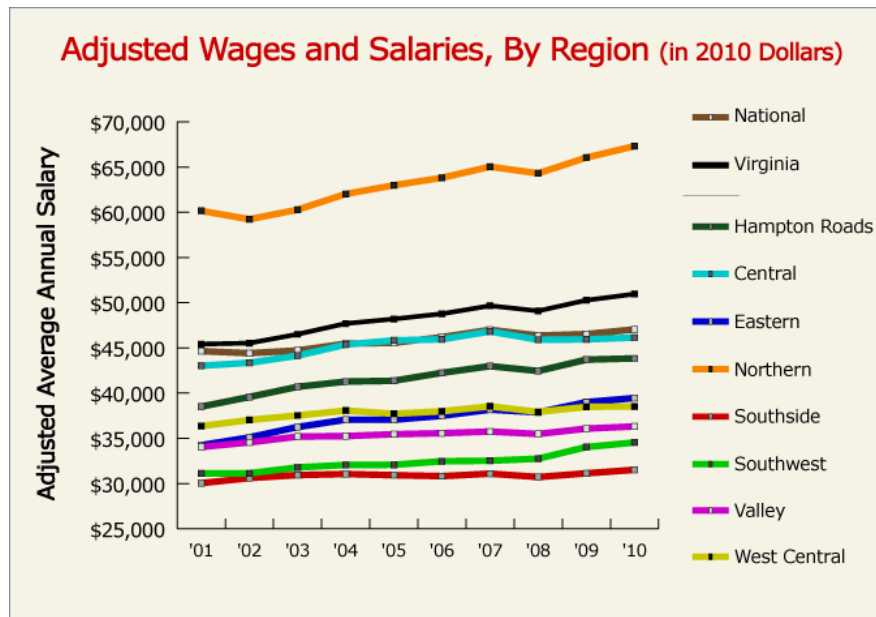


Among peer Metropolitan Statistical Areas (MSAs), the Hampton Roads MSA (Virginia Beach) had the lowest employment growth rate in 2010 at -0.79 percent. The highest employment growth rate -- 0.67 percent -- occurred in the Washington-Arlington-Alexandria, DC-VA-MD-WV MSA, which was also the leading MSA in Virginia.



Wages and Salaries

Average wages and salaries, coupled with employment growth, give an even better measure of a region's economic health. In 2010, the Hampton Roads area (both MSA and region) continued to have average salaries and wages -- \$43,762 -- that fell below both the Virginia and national averages. The Virginia Beach MSA (which contains Hampton Roads) ranked second lowest among peer MSAs and third within Virginia's metropolitan areas. The leading MSA for both the peer group and just in Virginia was the Washington-Arlington-Alexandria, DC-VA MSA, with average wages and salaries at \$66,682.



What Influences Employment Growth? Factors influencing employment growth in a region include the national business cycles and the mix of industries in the area. Expansions and contractions in the national economy influence employment growth due to the fluctuations in private and federal spending. The mix of industries directly affects the magnitude of business cycle fluctuations in a region. For example, the U.S. military is a major employer in the Hampton Roads region and so U.S. military spending is an important influence on the region's employment growth.

Data Definitions and Sources: [U.S. Department of Commerce, Bureau of Economic Analysis](#)

Modeling and Simulation:

(Data will be updated upon release of Chmura Economics and Analytics report on expanding M&S industry)

Why is This Important? Modeling and Simulation (M&S) refers to the process of developing a mathematical model of a real world process, such as the flow of containers through a port facility, and solving the model under different conditions. The information

extracted from the model can be used to enhance the effectiveness of the real world process and increase efficiency and profitability.

How is Hampton Roads Doing? Hampton Roads is one of the country's three leading regions in M&S along with Orlando, FL and Huntsville, AL. The unique strength in the Hampton Roads region is in command and control M&S for improving decision-making. The Virginia Modeling Analysis and Simulation Center (VMASC) at Old Dominion University and the US Joint Forces Command (JFCOM) have been the key contributors to this sector of the economy. With the disestablishment of JFCOM economists say jobs in Hampton Roads lost are expected to come in at about half the level originally predicted - about 2,000 or fewer when all the cuts are final. Most of those are private contract employees.

The overall impact on the region's economy is projected to range between \$200 million and \$300 million a year rather than the billion-dollars that was forecast when the Pentagon announced in August 2010 that JFCOM would be closed.

While the impact of the command's disestablishment has not yet been fully felt, government and business leaders say the region - Suffolk and Norfolk, in particular - has avoided the devastation that Old Dominion University economist James V. Koch likened at the time to a hurricane. At this point approximately 50% of all assets remain in place.

What Influences Modeling and Simulation? The majority of activity is concentrated around military applications and the Department of Defense. To maintain growth, the M&S industry has expanded into other application areas, such as homeland security, transportation, logistics, medicine, education, and gaming. The VMASC is leading cluster activities in many of these areas and both Norfolk State University and Hampton University have initiated M&S programs.

*Data Definitions and Sources: ANGLE Technology, *The Economic Impact of Modeling, Simulation and Visualization in Hampton Roads (Virginia)* Update December 2007*

*Hampton Roads Planning District Commission, *Modeling, Simulation & Visualization Economic Impact and Cluster Analysis Study for Hampton Roads Virginia* March 2005*

*Hampton Roads Planning District Commission, *Hampton Roads Regional Benchmarking Study* December 2007*

Net Migration: Worsening ↓

More than one million people live in the Hampton Roads metropolitan statistical area (MSA), but over the last decade Hampton Roads has seen lower population growth than its peer MSAs.

Why is This Important? Net migration is a measure of people moving into and away from an area and is usually expressed as a change in value from a previous year. The total net migration for an area is comprised of two parts: internal migration and international migration. Simply stated, internal migration is the number of people moving from one area in a country to another, while international migration tracks the movement of the foreign born as well as the emigration of the native born.

Because people move to areas that offer the jobs they need and the quality of life they desire, population flow from one place to another can be a useful tool in assessing the strengths and weaknesses of a region, both economically and socially.

How is Hampton Roads Doing? The Virginia Beach-Norfolk-Newport News, VA-NC MSA (Hampton Roads MSA) again experienced a net migration loss between 2010 and 2011. Although there was a slight increase in international migration, a large deficit in internal migration resulted in an overall decline in net migration. However, this outflow was more than offset by strong changes in natural population (births vs. deaths), resulting in a net gain of 8,204 people in the Hampton Roads MSA.

Recent Change in Net Migration, By MSA, April 2010 to July 2011

Geographic area	Total Population Change		Natural Increase (Births / Deaths)	Total Net Migration	Inter-national Migration	Internal Migration
	Total Change					
	Number*	Percent				
Virginia	95,574	1.2	54,234	41,156	25,618	15,538
United States	2,846,379	0.9	1952,088	894,291	894,291	
Virginia Beach-Norfolk-Newport News, VA-NC	8,204	0.5	12,495	-4,380	4,024	-8,404
Charlotte-Gastonia-Concord, NC-SC	37,434	2.1	16,246	21,068	5,785	15,283
Jacksonville, FL	14,655	1.1	8,282	6,334	2,710	3,624
Raleigh-Cary, NC	33,025	2.9	11,956	20,866	4,012	16,854
Savannah, GA	7,960	2.3	2,774	5,134	606	4,528
Washington-Arlington-Alexandria, DC-VA-MD-WV -- leading VA MSA	121,911	2.2	60,573	60,963	31,536	29,427

**See Data Note Below:*

Similar trends are visible when migration and population changes are considered over a longer period of time. Census Bureau numbers for Hampton Roads between April 1, 2000, and July 1, 2009, also show net migration numbers significantly below those of peer metropolitan areas (MSA). Consistently strong birth rates kept the population from falling; however, the growth rate was well below the Virginia state population growth rate. The Winchester MSA was the fastest growing MSA in Virginia.

Change in Net Migration, By MSA, April 2000 to July 2009

Total Population Change						
Geographic area	Total Change Number*	Percent	Natural Increase (Births / Deaths)	Total Net Migration	Inter-national Migration	Internal Migration
Virginia	803,542	11.4	425,738	375,639	204,219	171,420
United States	25,581,948	9.1	15,875,579	8,944,170	8,944,170	
Virginia Beach-Norfolk-Newport News, VA-NC	97,573	6.2	107,040	-17,992	2,013	-20,005
Charlotte-Gastonia-Concord, NC-SC	414,972	31.2	122,742	298,363	49,984	248,379
Jacksonville, FL	205,394	18.3	68,191	142,734	15,968	126,766
Raleigh-Cary, NC	328,717	41.2	91,627	232,684	38,323	194,361
Savannah, GA	49,790	17.0	19,376	32,133	3,280	28,853
Winchester, VA -- leading VA MSA	20,993	20.4	5,658	15,846	1,764	14,082

*See Data Note Below:

What Influences Migration? Economic factors, such as employment opportunities and costs of living, are influential in choosing a place of residence but they are by no means the only forces at work. A host of personal factors also influence migration such as age, family ties and aspirations, opinions on rural and urban lifestyles, and even climate preference.

Data Definitions and Sources: Migration and Population Change Data - [Population Division](#), U.S. Census Bureau: Tables 2-5, 9, &10.

For further definitions or explanations of migration terms consult the [U.S. Census Bureau](#). Note: County and independent city population estimates from the U.S. Census Bureau explicitly account for overseas military movement, an important component of the Hampton Roads population change.

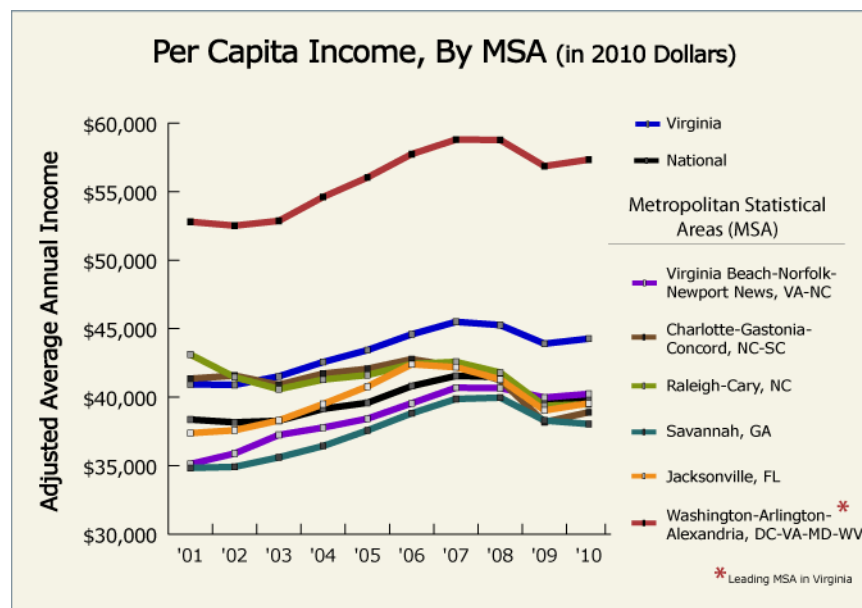
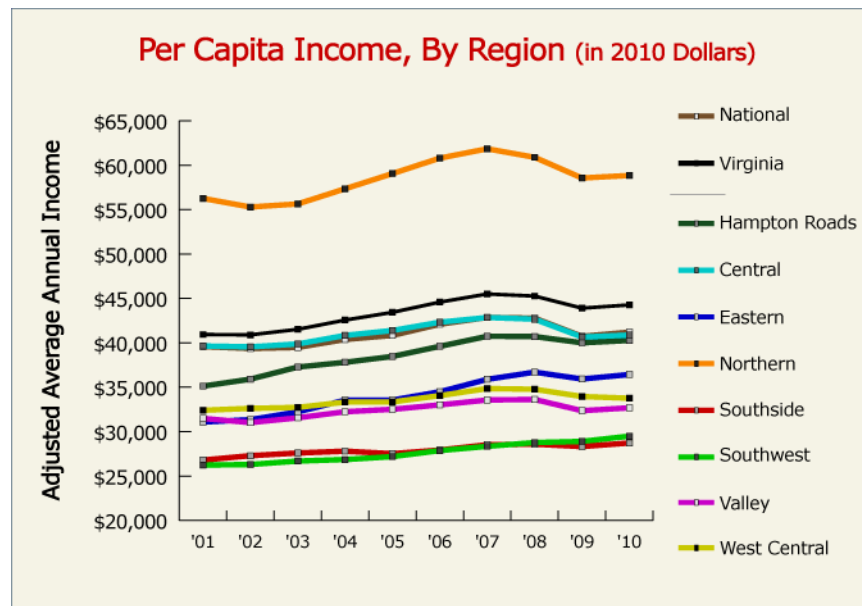
*NOTE: Population change also includes a residual estimated by the Census Bureau that results from the incorporation of additional information. This residual is not reflected in the table of population change. Therefore, the components of population change will not sum up to the total population change.

Personal Income: Improving

A strong economy is characterized by prosperity that is reflected in improving standards of living. Per capita income in the Hampton Roads region decreased during the 2007-2009 recession, but resumed growth in 2010. The region's per capita income is also increasing faster than the rates for Virginia and the United States as a whole.

Why is This Important? Per capita personal income, which includes wages and salaries, transfer payments, dividends, interest, and rental income, is used as the broadest indicator of the magnitude of improvement in an economy. Rising income levels enable individuals to purchase homes, provide for their families, and improve the quality of their lives.

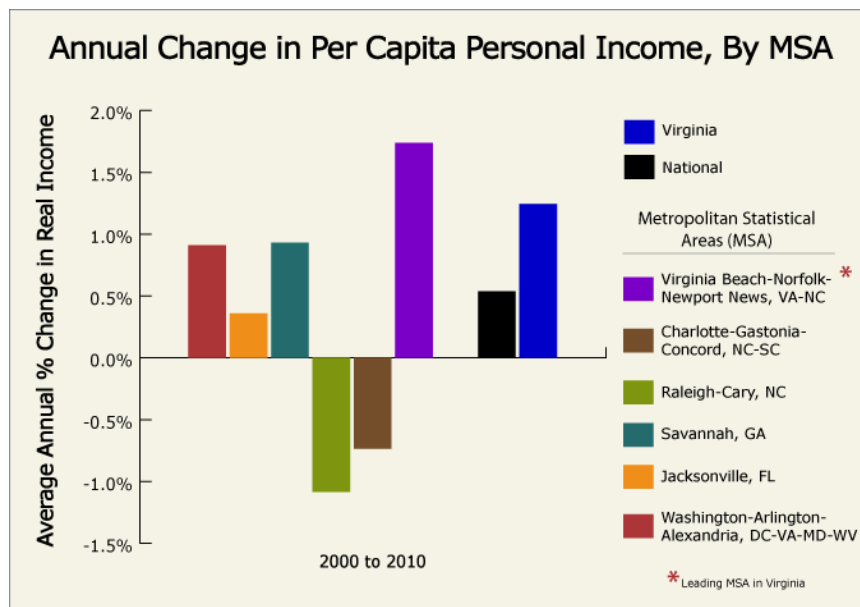
How is Hampton Roads Doing? Relative to other regions in Virginia, the Hampton Roads region ranked third highest (\$40,263) in per capita income in 2010, exceeded only by the Northern (\$58,840) and Central (\$40,872) regions.



In 2010, per capita personal income in the Virginia Beach-Norfolk-Newport News, VA-NC MSA (Hampton Roads MSA) was higher than its peers and above the United States average. It

has also enjoyed the fastest income growth rate – 1.7 percent when adjusted for inflation – from 2000 to 2010.

What Influences Personal Income? In the short run, personal income is affected by the strength of the local, state and national economy. In the long run, factors that may influence personal income include tax burdens, public infrastructure, rates of business failure, industry structure, and the availability of skilled workers. Given the importance of the military bases in the region, Hampton Roads is also influenced by U.S. military expenditures.



Average wages and salaries reflect the productivity and demand for workers and the types of industries in a region. Workers who are better skilled or have relatively more education generally have higher wages. Economic upturns and downturns can influence the demand for workers and, consequently, the wages and salaries employers must offer to attract workers.

Data Definitions and Sources: U.S. Department of Commerce, Bureau of Economic Analysis.

The growth rate in income is computed using a compound interest formula.

Bauer, Paul, Mark Schweitzer, and Scott Shane, State Growth Empirics: The Long-Run Determinants of State Income Growth, Federal Reserve Bank of Cleveland Working Paper 06-06, May 2006.

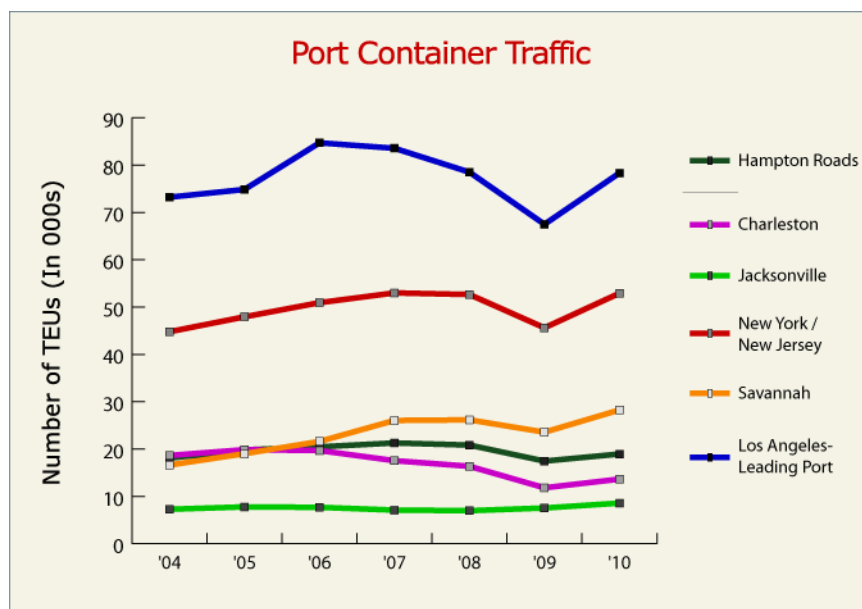
Port/Maritime: Maintaining ➡

The Port of Hampton Roads is widely regarded as one of the top deepwater harbors on the East Coast. With channels reaching 50 feet in depth and year-long freedom from ice, the

Port of Hampton Roads can accommodate ships of all sizes and purposes, from the largest of container ships to the cruise ships that dock at the Norfolk Terminals. Currently the Port of Virginia sees interaction with over 300 different ports in more than 100 countries.

Why is This Important? Port activity has a substantial economic impact on the Hampton Roads region. The Virginia Port Authority alone averages yearly operating revenue of more than \$250 million. Operations of this size translate to significant impact on local area income and employment. A 2008 economic impact study estimates that port operations generate \$12.3 billion in local output, \$4.1 billion in employee compensation, and 100,244 in total employment.

How is Hampton Roads Doing? The Port of Hampton Roads experienced a significant decline in tonnage and twenty-foot equivalent units (TEUs) shipped as a result of the Great Recession. TEU totals had been down nearly 400,000 units from their 2007 peak of 2.1 million, but growth in all areas has resumed as the economic recovery takes hold and expansion projects around the port are completed. General tonnage increased another 1.9 percent from 2010 to 2011 and TEUs increased 1.2 percent over the same period. The [Port of Virginia website](#) has the latest monthly results.

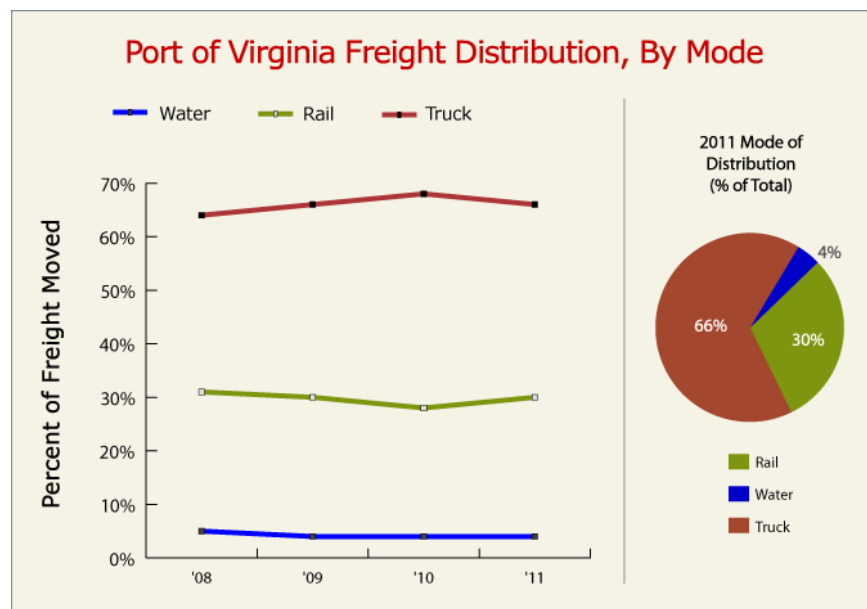


Activity in the port is managed principally by the Virginia Port Authority, which oversees Virginia International Terminals, Inc. in its operation of the Newport News Marine Terminal, Portsmouth Marine Terminal, APMT, and the Norfolk International Terminals. Numerous coal and oil terminals also dot the harbor. The APM/Maersk Terminal ushered in a new era of maritime financing and construction.

Among the ports in the United States, the Hampton Roads Port has the 7th highest volume of cargo. In its peer group, however, it still trails New York / New Jersey and Savannah in this category.

Port of Hampton Roads Cargo Summary, Tons of Cargo (in Millions)								
	2004	2005	2006	2007	2008	2009	2010	2011
General Tonnage	14.86	15.96	16.58	17.73	17.83	14.91	15.32	15.62

In 2004, 81 million tons of freight were transported into the Hampton Roads area from within North America alone. Another 48 million tons left Hampton Roads destined for various locations around the continent. Sixty-six percent of freight transport in and out of the port area was by truck in 2011, down slightly from 2010's 68 percent in favor of rail. Despite the easy access to air services provided by Norfolk International Airport's freight terminal and four rail providers nearby, the ability of trucks to reach so many destinations gives it an advantage over other forms of transportation.



As the capacity of the port increases, storage facilities and available transportation capacity must expand as well. Estimates from 2004 put the available warehouse space in the Hampton Roads area at 14.6 million square feet, 29 percent of which was still available. Port activity into the future will largely be influenced by the ability of the Hampton Roads region to manage the timely storage and transportation of an increasing volume of freight. The price, availability, reliability and expediency of freight transportation to and from the port are major decision factors influencing the structure of the transportation system.

Another influence on port activity comes from the ease with which certain foreign transactions are allowed to take place. The Port of Hampton Roads contains a number of Free Trade Zones that allow for the re-exportation of merchandise, as well as attractive international duty policies.

Data Definitions and Sources:

A short ton is a unit of mass equal to 2,000 pounds, common in measuring freight

Twenty-foot equivalent units (TEU) is a measurement based on the volume of a twenty-foot long shipping container

[Virginia Port Authority](#) -- Freight Data and Port Comparisons

The Fiscal Year 2006 Virginia Economic and Fiscal Impacts of Virginia Port Authority Operations, College of William and Mary, Mason School of Business Compete Center

Intermodal Management System Regional Freight Study (T0-702), Hampton Roads Planning District Commission, 2007.

[American Association of Port Authorities](#) (AAPA) Survey.

[Hampton Roads Transportation Planning Organization](#). Hampton Roads Intermodal Management System.

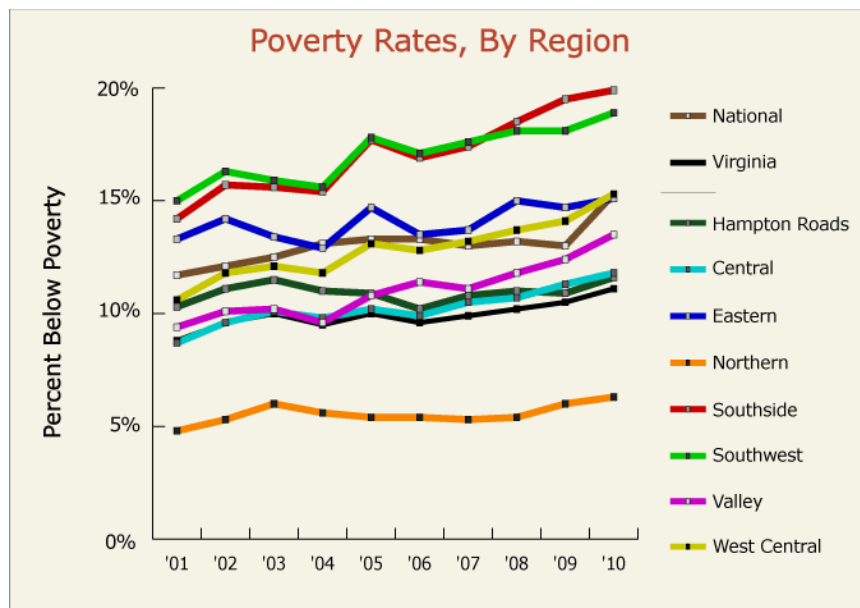
Poverty: Maintaining ➡

Poverty imposes far-reaching hardships, not only on the poor but also on all who share their communities. The poverty rate in the Hampton Roads region is the second lowest among the regions but is slightly higher than the state average.

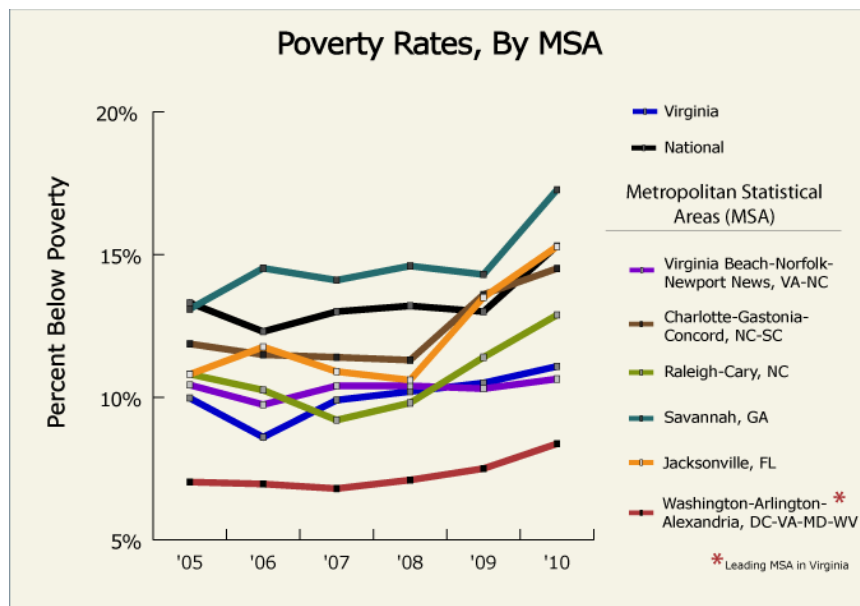
Why is This Important? Poverty has a significant impact on individuals and society at large. Children who live in poverty are more likely to suffer from poor nutrition during infancy, experience emotional distress, and are at an increased risk for academic failure and teenage pregnancy. Adult men and women who live in poverty are at a high risk of violence. Poverty can also affect senior citizens' ability to obtain health care and prescription medications or to care for themselves.

How is Hampton Roads Doing? The Hampton Roads region ranked second lowest among the regions in Virginia for the percent of residents whose income was below the federal poverty level in 2010, which was \$11,139 for an individual. The poverty rate in the Hampton Roads

region (11.6 percent) was higher than the Northern (6.3 percent) region, as well as the Virginia rate overall (11.1 percent).



The Virginia Beach-Norfolk-Newport News (Hampton Roads) metropolitan statistical area has shown little change in poverty levels between 2005 and 2010. Among peer MSAs, Hampton Roads ranks second lowest, but is higher than the leading MSA in Virginia (Washington-Arlington-Alexandria, DC-VA-MD-WV), but below the state and national averages.



What Influences Poverty? Poverty is strongly influenced by both [educational attainment](#) and the economy. Education generally makes workers more knowledgeable and productive, which increases average wages and employment levels. In the short run, the local,

state, and national economy can affect poverty through fluctuations in wages, job availability, and prices. During an economic downturn, there may be less demand for workers; and with fewer jobs and possibly lower wages, poverty can be expected to increase. Inflation may also increase poverty rates due to the unexpected costs of everyday consumption. Specifically, in the Hampton Roads region, the U.S. military and its related activities have a strong influence on the poverty rates in the area.

Data Definitions and Sources: Poverty Data by locality (2000-2010), State and U.S. (2000-2004), U.S. Census Bureau: [Small Area Income & Poverty Estimates](#).

Poverty Data by MSA, State and U.S. (2005-2010), U.S. Census Bureau: [American Communities Survey](#).

Beginning with the estimates for 2005, data from the American Community Survey was used to estimate poverty rates for states and metro areas; all prior years used data from the Annual Social and Economic Supplements of the Current Population Survey.

Research and Technology: Maintaining ➡

Research and technology are key components in the continued economic growth of the Hampton Roads area. As home to 11 colleges and universities, as well as an active business community, the Hampton Roads region has the potential to stay on the forefront of technology-based business and industrial activity.

Why is This Important? An active research and technology base is important in attracting both the type of people and firms that can spur growth in the Hampton Roads economy. The benefits, however, go beyond economic growth. Research and technology can also help to improve the quality of life in the region. Through initiatives seeking to improve education, communication among organizations, and environmental sciences, the public at large can also benefit.

How is Hampton Roads Doing? In the area of research, the Hampton Roads region follows the pattern for Virginia as a whole. In 2009, Virginia colleges and universities ranked 14th nationally for expenditures in research and development, 16th in federally financed research projects, and 8th for state and locally funded research. Three Hampton Roads colleges and universities rank in the top 200 among educational institutions nationwide in federally funded research and three rank in the top 200 for expenditures in research related to science and engineering.

Financing levels vary from year to year, especially with smaller institutions.

Research and Development Expenditures (in thousands), Adjusted to 2009 dollars

Institution	Rank	2003	2004	2005	2006	2007	2008	2009
Johns Hopkins University -- Leading in Nation	1	1,450,611	1,561,627	1,586,005	1,596,233	1,608,032	1,674,947	1,856,270
VT -- Leading in Virginia	44	288,934	305,226	318,558	342,367	379,694	371,953	396,681
Old Dominion University	154	35,357	39,545	51,636	53,172	53,943	66,301	71,909
William & Mary	174	51,272	56,127	55,085	55,364	51,584	54,894	51,169
Eastern Virginia Medical School	193	38,245	38,385	37,043	35,131	32,544	30,668	36,678
Hampton University	265	21,772	35,940	47,201	30,547	24,850	21,014	12,824
Norfolk State University	318	5,284	7,041	7,424	5,474	6,716	7,865	6,878
Christopher Newport University	519	2,396	2,304	2,132	840	734	802	1,038

Federally Funded Research and Development Expenditures (in thousands), Adjusted to 2009 dollars

Institution	Rank	2003	2004	2005	2006	2007	2008	2009
Johns Hopkins University -- Leading in Nation	1	1,290,686	1,396,280	1,403,105	1,391,354	1,410,128	1,420,030	1,587,547
University of Virginia -- Leading in Virginia	48	202,227	213,652	218,169	216,855	205,154	218,648	218,499
Old Dominion University	170	22,016	24,278	26,873	29,271	26,586	28,197	27,644
College of William and Mary	179	25,642	29,584	29,547	30,990	26,885	25,554	24,248
Eastern Virginia Medical School	180	17,992	19,909	21,936	20,644	21,336	17,437	24,083
Hampton University	230	21,474	35,710	47,007	30,418	24,663	20,836	12,662
Norfolk State University	289	5,135	6,876	6,651	4,918	6,206	7,261	6,306
Christopher Newport University	485	2,268	2,162	1,838	625	617	628	761

Science and Engineering Expenditures for FY 2009 (in thousands), Adjusted to 2009 dollars						
Institution	Rank	Environmental Science	Math / Computer Science	Physical Science	Engineering	Life Science
Johns Hopkins University -- Leading in Nation	1	51,224	99,969	146,274	703,165	787,092
VT-- Leading in Virginia	43	7,324	16,624	21,212	163,437	168,495
Old Dominion University	149	7,091	3,693	7,450	37,459	11,056
College of William and Mary	176	31,277	1,346	5,851	0	2,915
Eastern Virginia Medical School	181	0	0	0	0	36,678
Hampton University	257	5,003	253	5,888	1,369	149
Norfolk State University	302	1	1,219	3,961	10,126	307
Christopher Newport University	485	0	0	601	0	436

The commitment of the Hampton Roads region to research and technology stretches beyond the classroom and the laboratory. There are a number of organizations in the area dedicated not only to research, but also to the integration of businesses, research centers, and institutions of higher education for the economic and social benefit of the Hampton Roads region. Innovate Hampton Roads (IHR) and Technology Hampton Roads (THR) are two such organizations.

The mission of *Innovate!HamptonRoads™* (<http://innovatehamptonroads.com/>) is to promote locally-grown business, technology-based economic development in Hampton Roads, Virginia, so the region is recognized internationally for clusters of excellence, fuelled by a culture of innovation, entrepreneurship and economic and educational opportunities.

The Goals of *Innovate!HamptonRoads™* are to:

- Stimulate high growth-potential new business formation,
- Accelerate the growth of our existing tech businesses, and
- Ignite the commercialization of research innovation.

Partners include higher education and institutional research, federal facilities such as NASA Langley Research Center and the Department of Energy's Jefferson Lab, the non-profit National Institute of Aerospace, technology businesses and the region's technology council, *Technology Hampton Roads*, economic development entities and workforce investment boards.

Technology Hampton Roads (<http://www.hrtc.org/>) is a member-based association of technology organizations and technology resource companies that network to connect purchasers and providers, locate and build synergistic relationships, and collaborate on various topics, initiatives, and programs in an effort to advance technology in Hampton Roads – one day making Hampton Roads a national leader in innovative companies, innovative individuals, and innovative thought.

Both organizations, and others like them, are involved in the [Hampton Roads Economic Development Alliance](#). The cooperation of such organizations, colleges, universities, businesses and governmental organizations alike is vitally important in harnessing the potential gains from research and technology.

What Influences Research and Technology? A significant portion of research takes place at colleges and universities. The availability of funding from federal, state, local and private sources influences the level and effectiveness of research and technology in producing tangible gains for the region.

In addition, the ties among local government, businesses and research institutions can be important. Networking across these different sectors can provide support and guide research efforts along lines that make them more applicable to the needs of the region.

Data Definitions and Sources: National Science Foundation, National Center for Science and Engineering Statistics (NCSES). 2011. [WebCASPAR. Integrated Science and Engineering Resources Data System](#), [Innovate Hampton Roads](#), and [Technology Hampton Roads](#)

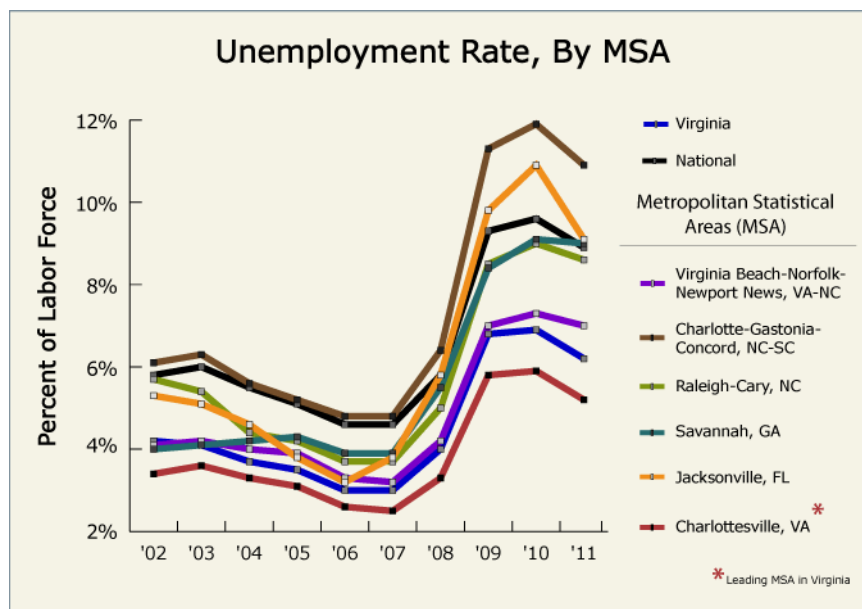
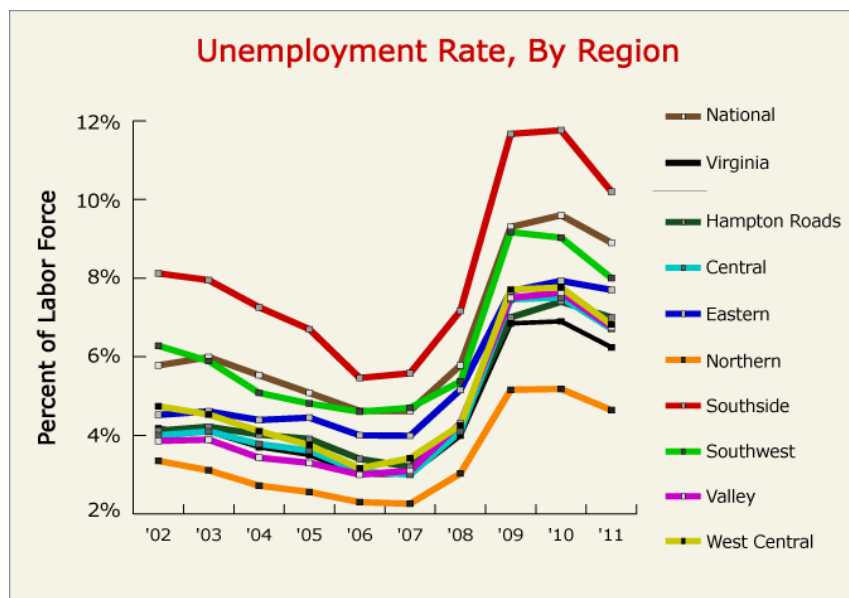
Unemployment: Maintaining ➡

As the nation continued to recover from recession in 2011, unemployment rates fell in nearly every state. The unemployment rate in the Hampton Roads region remained slightly higher than the Virginia average, but lower than the national average. A strong military presence in the region has helped stabilize unemployment rates.

Why is This Important? Unemployment is a measure of how many people without jobs are actively seeking employment and is a vital indicator of the health of a region's economy. Since most people earn a living from a job, the unemployment rate indicates how well the economy is providing opportunities for individuals to support themselves and their families. Unemployment not only hurts the personal finances of those without jobs, but also reduces their participation in the overall economy. The inability to find work is also associated with psychological stress, health problems, and stress on family relationships.

How is Hampton Roads Doing? As the national economy continued to recover from recession in 2011, unemployment rates fell across the state and the country. The Hampton

Roads region saw a drop in its unemployment rate from 7.3 percent in 2010 to 7.0 percent in 2011. This decrease was not as marked as in other regions, giving Hampton Roads the fourth highest unemployment rate – and also higher than the state average 6.2 percent. The unemployment rate was lowest in the Northern region (4.6%) and highest in the Southside region (10.9%).



A 2011 unemployment rate of 7.0 percent in the Virginia Beach-Norfolk-Newport News, VA-NC MSA (Hampton Roads MSA) was lower than both its peer MSAs and the average for the United States (8.9%). However, the rate for other Virginia metropolitan areas averaged 6.0 percent, while the Charlottesville MSA having the lowest rate at 5.2 percent.

What Influences Unemployment? In the short-term, the rate of unemployment fluctuates with the national business cycle. Federal spending within Virginia also influences the economy. The long-term factors that affect the unemployment rate in Virginia and the Hampton Roads region also affect the area's overall competitiveness: education, infrastructure investments, tax rates, and the regulatory environment. Any changes that improve the region's attractiveness as a place to live or do business will, over longer periods of time, tend to reduce the unemployment rate.

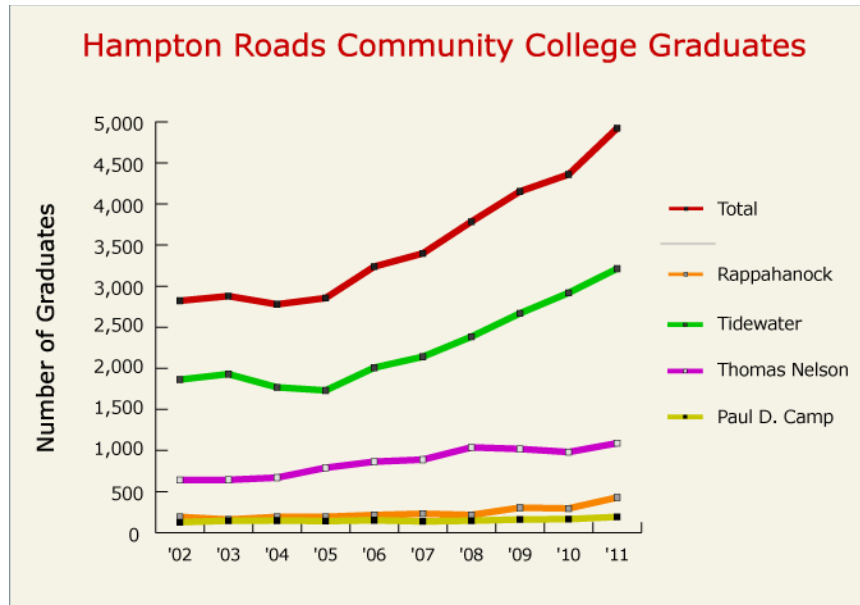
Data Definitions and Sources: [U.S. Bureau of Labor Statistics](#)

Workforce Quality: Improving

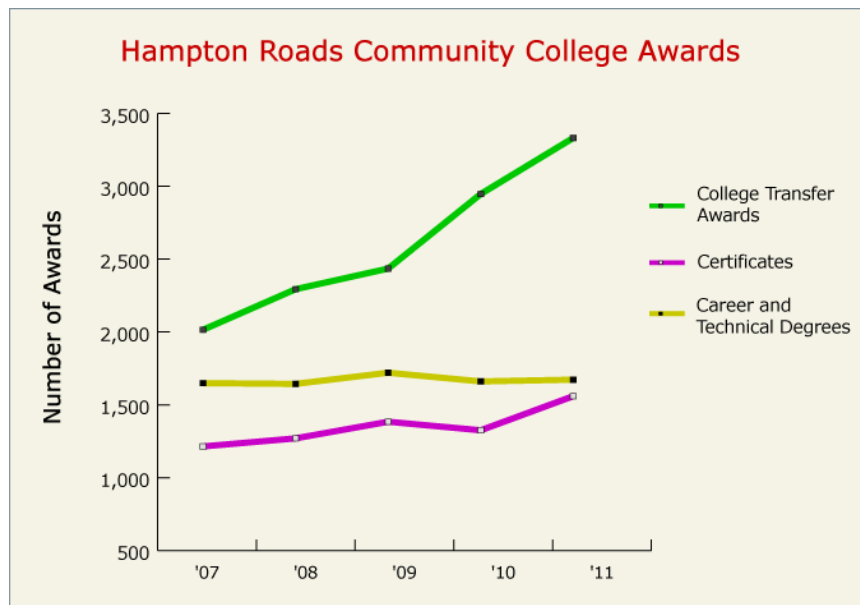
The quality of Hampton Roads' workforce is highly correlated with the region's educational attainment. Hampton Roads has been successful both in providing educational opportunities to its population and in attracting educated workers from other regions. Factors such as proximity to D.C., 15,000 military retirees annually, and 27 colleges, universities and other post-secondary institutions contribute to the educational levels of the workforce.

Why is This Important? According to the U.S. Census Bureau, in 2010 almost 89 percent of adults in the Hampton Roads region had at least a high school diploma. However, in today's dynamic economy, jobs increasingly require education beyond high school. Whether it is a university or college degree, a degree or certificate from a community college, or a technical education certificate earned while in high school, additional education not only prepares individuals for the tasks required by a job, but it also enhances their ability to adapt to new working environments.

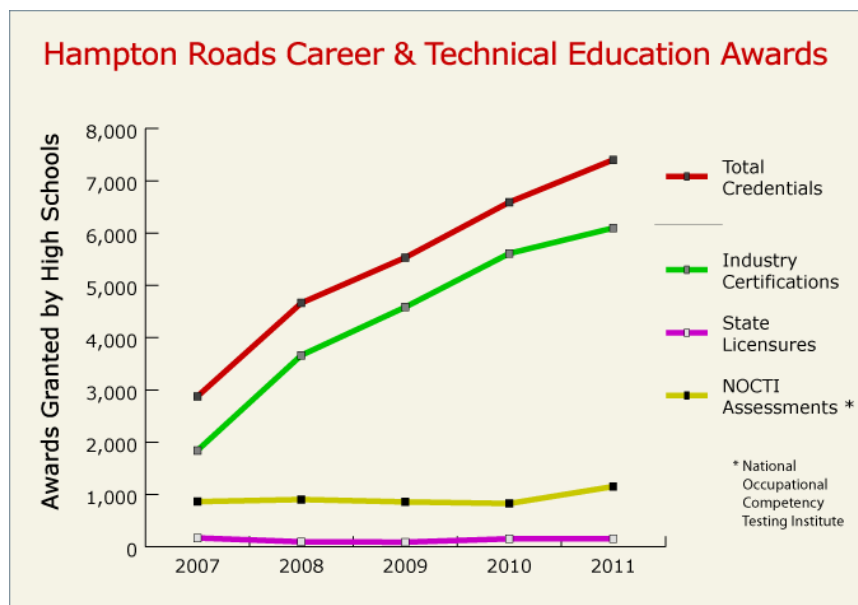
How is Hampton Roads Doing? More than 28 percent of the residents of the Virginia Beach-Norfolk-Newport News, VA-NC metropolitan statistical area (Hampton Roads MSA) hold at least a Bachelor's degree. ([See Educational Attainment.](#)). In addition, the Hampton Roads region has increased the number of community college graduates in recent years, growing from a total of 2,822 graduates in 2002 to 4,922 graduates in 2011. Awards in 2011 also included 3,265 college transfer awards, 1,317 career and technical degrees, and 1,184 certificates.



Many of the high schools in the Hampton Roads region offer students the chance to prepare for a career by completing career and technical education programs before they graduate. Students can earn state licenses, industry certifications, or pass National Occupational Competency Testing Institute (NOCTI) assessments. In the 2010-11 school year, the high schools in the Hampton Roads region granted a total of 7,401 such awards, up from 6,561 the previous year.



What Influences Workforce Quality? The existence of a skilled workforce in a region is an indicator of both the presence of industries that demand such workers and a measure of a region's ability to educate or attract skilled workers. Workforce quality can be strengthened by investing in education and by creating a business-friendly environment that attracts companies with high-skill requirements.



Data Definitions and Sources: Career and technical education programs are, on average, two-year programs designed to train technicians, semiprofessional workers, apprentices and skilled crafts persons for employment in industry, business, the professions and government. Such programs are offered in a number of fields from agriculture to health and medicine. For more information on the types of programs and awards offered by the Hampton Roads community colleges, visit the [Virginia Community Colleges website](#).

U.S. Census Bureau, [2010 American Community Survey Educational Attainment For The Population 25 Years And Over](#)

Virginia Department of Education, [Office of Career and Technical Education](#)

Vision Hampton Roads

There have been many accomplishments associated with *Vision Hampton Roads* this year – enhanced rail connections; port growth; improvements in Medical Modeling and Simulation programs through Eastern Virginia Medical School (EVMS) and Old Dominion University’s (ODU) Virginia Modeling Analysis and Simulation Center (VMASC); military veteran outreach through our Workforce Investment Boards; emphasis on science, technology, engineering, and math (STEM) education; and expanded efforts to attract tourists to the region.

In addition *Reality Check Hampton Roads*, sponsored by the Urban Land Institute (ULI) Hampton Roads Council, will take the concept of regional planning to the next level. Nearly 300 citizens from throughout Hampton Roads came together to envision the region’s future in terms of business and residential growth, and transportation. The results and action steps going forward will be presented in November.



Fostering a culture that supports and nurtures entrepreneurs is a significant part of *Vision Hampton Roads*. The Hampton Roads Planning District Commission’s report, *Hampton Roads Regional Competitiveness* (July 2011) says, “95% of job gains come from the expansion of existing businesses and the birth of new establishments.” This powerful statistic validates Hampton Roads Partnership’s (HRP) entrepreneur-oriented approach to job growth through a



proven program called “economic gardening.” Economic gardening helps existing second-stage, high growth potential companies grow jobs by providing refined, high speed business growth resources thanks to the Edward Lowe Foundation’s National Center for Economic Gardening. The five companies that participated in the pilot program have projected adding 271 new jobs within two years. The cost of growing jobs from existing business is pennies on the dollar compared to incentives paid to attract jobs to the region. HRP has received commitments from private supporters and city economic development departments to sustain the initiative. There is also interest in this program at the state level as a result of the region’s success.

Part of the region’s success in meeting the goals of *Vision Hampton Roads* depends on alignment of multiple stakeholders, resources, and the structure necessary to foster that alignment. The Hampton Roads Community Foundation is conducting an analysis of regional organization assets that will include recommendations for an effective regional competitiveness organizational structure. The report and recommendations will be complete in the first quarter of 2013. The recommendations will be useful in executing *Vision Hampton Roads*.

Adjustments, Progress and Achievable Goals in the Year Ahead

No **adjustments** have been made to the *Vision Hampton Roads* plan since the Annual Report was submitted September, 2011.

Under the **progress** heading are projects/initiatives that have either been implemented or underway to advance strategies and actions within the plan.

Achievable goals in the coming year are also noted.

Federal

The Hampton Roads Military and Federal Facilities Alliance (HRMFFA) is the lead organization, overseeing the Federal component of Vision Hampton Roads.

OBJECTIVE 1: Hampton Roads will be the premier region hosting Federal assets critical to the Commonwealth of Virginia and the Nation.

Strategy 1: Retain and grow organizations, capabilities and investments owned, operated or funded by the Federal Government in Hampton Roads.

Action 1: Develop and implement a proactive, action-oriented strategy that addresses stability, viability and growth of Federal entities including:

- All tenant commands, senior staffs and operational forces stationed at regional military installations;
- U.S. Coast Guard;
- Thomas Jefferson National Lab;
- Joint Staff South (former U. S. Joint Forces Command);
- NASA Langley Research Center;
- NATO's Allied Command Transformation;
- All national park and national wildlife refuge properties.

Action 2: Remain aggressively engaged with organizations, capabilities and investments owned, operated or funded by the Federal government and closely monitor all possible opportunities to expand Federal sector presence.

Action 3: Help to maintain and grow the ship building and ship repair industries in the region.

Strategy 2: Attract new organizations, capabilities and investments owned, operated or funded by the Federal government to Hampton Roads.

Action 1: Diversify the types of new Federal activities attracted to Hampton Roads by demonstrating logistical and economic synergy for locating in the region.

Action 2: Leverage the region's proximity to Washington, DC to strengthen the region's attractiveness to host additional Federal assets.

Action 3: Aggressively pursue public-private partnerships, as well as public-public partnerships, as a way of attracting new Federal activities to the region.

Strategy 3: Increase public awareness and appreciation of the economic value of the Federal assets in the region to the Hampton Roads community, the Commonwealth and the nation.

Action 1: Aggressively seek out public speaking engagements, professional forums and other opportunities to inform a variety of audiences about the critical importance of the Federal sector to our regional economy.

Action 2: Enhance and coordinate political engagement among local elected leaders, the Hampton Roads Caucus of the General Assembly, the Governor and his staff and the Virginia Congressional delegation in order to raise their constituents' awareness of the critical role played by the Federal sector to our regional economy.

Action 3: Build relationships with key regional business leaders in order to highlight the importance of all Federal assets in the region to the economic health of Hampton Roads, the Commonwealth and the nation.

Progress: The Federal presence in Hampton Roads continues to comprise approximately 47% of the region's economy. The Hampton Roads Military and Federal Facilities Alliance (the LEAD in implementing the Federal component of *Vision Hampton Roads*) has been successful in their efforts to mitigate the effects of the U.S. Joint Forces Command disestablishment as 50% of all assets remain in place. The Alliance has also been successful in blocking the movement of an aircraft carrier to Florida and progress continues in refining a solid business plan for the Mid-Atlantic UAS Test Range by partnering with Maryland and New Jersey.

Achievable goals for the coming year:

- Maintain or increase staffing levels at Joint Staff South (former U.S. Joint Forces Command)
- Work to mitigate adverse effects of expected Federal government budget cuts on the region
- Mature the Hampton Roads Energy Corridor concept

http://HRP.org/Site/docs/Publications/Strategy_Committee_meeting_04Mar11_EnergyCorridor.pdf

- Establish Mid-Atlantic UAS Test Range, with partners including NAS Patuxent River, NASA Wallops, NASA Langley, Navy Surface Combat Systems Center Dahlgren and the National Institute of Aerospace
- Assist in the historically-compatible redevelopment of Fort Monroe
- Advocate for robust ship building and ship repair funding in the Federal budget
- Continue advocacy and awareness campaigns among a variety of constituencies to protect and grow the Federal presence in Hampton Roads

Infrastructure

The Hampton Roads Transportation Planning Organization (HRTPO) and Hampton Roads Planning District Commission (HRPDC) are the two lead organizations that address the region's infrastructure challenges and opportunities.

Infrastructure was a cross-cutting issue in the planning process, included in every sub-committee's work plan and recommendations. The sub-committee reference remains in the plan as a reminder of the importance of adequate infrastructure to other strategic areas.

Identified by Tourism, Arts & Culture Sub-committee:

Strategy 4: Achieve an adequate transportation system to enhance regional mobility, facilitate ease of travel from outside the state and allow for full participation in the diversity of the Hampton Roads tourism and arts and culture experience upon arrival.

- **Action 1:** Address transportation by rail with the expansion of the current light rail project and encourage the possibility of higher speed rail to facilitate travel from the Northeastern corridor through to Southside Hampton Roads, along with improvements on the Peninsula.
- **Action 2:** Address transportation by roads and the constant congestion of the area and continue to investigate the possibility of additional Hampton Roads Harbor crossings.
- **Action 3:** Address transportation by ferries by ensuring continued service between Surry and Williamsburg and examine capabilities for crossing the mouth of the James River.
- **Action 4:** Address air service development by monitoring and continuing to cultivate service with major airlines that feed airline service to Newport News/Williamsburg International Airport and Norfolk International Airports.

Identified by Federal Sub-committee:

- **Action 1:** Provide adequate surface connections (road and rail) to enhance regional mobility and access to federal facilities and to Washington, DC, recognizing infrastructure

improvements create jobs and wages today and taking into account the safety of navigation, force protection and homeland security concerns of the Navy and other Federal agencies.

- **Action 2:** Enhance the connectivity required to improve telework/telecommuting opportunities in order to retain organizations, capabilities and investments owned, operated or funded by the Federal Government in Hampton Roads.

Identified by Port Sub-committee:

- **Action 1:** Provide adequate surface connections (road and rail) to enhance regional mobility and improve access to inland markets recognizing infrastructure improvements create jobs and wages today in order to maintain the Port as an economic engine for the Hampton Roads region, the Commonwealth of Virginia and the Nation.
- **Action 2:** Meet the present and future needs of the Port of Hampton Roads through the provisions of safe, efficient and environmentally compatible commercial and military navigation systems and related land-based support facilities in order to maintain the Port as an economic engine for the Hampton Roads region, the Commonwealth of Virginia and the Nation.

Progress: The following HRTPO initiatives and accomplishments have been achieved in 2011-2012 through regional transportation planning and programming processes.

Jul 2011	<u>US Route 460 Corridor Study</u> The study, requested by Isle of Wight County, includes a safety analysis and capacity analysis of the corridor from the Suffolk City Line to the Southampton County Line. The study identifies improvements that will be necessary along the corridor over the next 20 years if the new alignment of Route 460 is not constructed.
Sep 2011	<u>Hampton Roads Military Transportation Needs Study: Highway Network Analysis</u> This study examined the adequacy of the Strategic Highway Network (STRAHNET) routes, as well as non-STRAHNET roadways to and from military installations and intermodal facilities that support the mission of the military in Hampton Roads.
Sep 2011	<u>Traffic Impact of an Inland Port in Hampton Roads</u> This report examines the impacts that an inland port west of Hampton Roads would have on roadway travel and congestion, both today and in the future, throughout the region.
Oct 2011	<u>2011-2012 Citizens Guide to Transportation</u> This Guide is designed to help citizens of Hampton Roads gain a better understanding of the regional transportation planning process and how they can

participate in the decision-making process on how transportation funds are spent in the region.

- Oct 2011 **Transportation Improvement Program Web Application**
The HRTPO introduced a new format in its latest Transportation Improvement Program (TIP) designed to improve the transparency and usefulness of the document. The TIP web application further enhances the transparency and user-friendliness of the TIP by providing an interactive project map service and easy access to the up-to-date TIP.
- Oct 2011 **HRTPO 2012 Legislative Agenda**
In preparation for the 2012 General Assembly session, the HRTPO Board approved a set of legislative priorities consistent with the region's transportation needs. The unified legislative agenda was distributed to local governments and the Hampton Roads Delegation of the General Assembly with the aim to serve as direction for those persons advocating on behalf of the region.
- Dec 2011 **Hampton Roads Regional Safety Study: General Crash Data and Trends – 2011 Update**
This report updated the General Crash Data and Trends portion of the Regional Safety Study, a comprehensive analysis of highway safety that was initiated in 2001.
- Dec 2011 **FY 2011 Annual Obligation Report**
In accordance with federal regulations, the Annual Obligation Report (AOR) was published on the HRTPO website.
- Jan 2012 **CMAQ/RSTP Projects and Allocations 2011**
This report summarized the HRTPO 2011 Congestion Mitigation and Air Quality (CMAQ) Improvement Program and Regional Surface Transportation Program (RSTP) selected projects and allocations through fiscal year 2018.
- Jan 2012 **Hampton Roads 2034 Long-Range Transportation Plan**
This document describes the process of developing the financially-constrained Long-Range Transportation Plan and identifies the projects planned to be in place by the year 2034.
- Jan 2012 **HRTPO Funding Priorities for the FY 2013-2018 SYIP**
The Virginia Department of Transportation requested input from Virginia metropolitan planning organizations on regional funding priorities for the Commonwealth Transportation Board's FY 2013-2018 Six-Year Improvement Program (SYIP).
- Mar 2012 **James City County/Williamsburg/York County Comprehensive Transportation Study**

This report was produced, at the request of James City County, Williamsburg, and York County, to assist those localities with the transportation sections of their respective Comprehensive Plan updates. The report examines current and future conditions for each of the following modes of transportation – Highway, Public Transportation, Intercity Passenger Rail, Bicycle and Pedestrian, and Air Travel.

- March 2012 **Environmental Justice Roundtable**
The Environmental Justice (EJ) roundtable was created in order to facilitate a dialogue with the EJ communities of Hampton Roads.
- Apr 2012 **Hampton Roads Regional Travel Time/Speed Study**
This report details the HRTPO analysis of travel time and speed data collected by INRIX for the year 2010. INRIX provides real-time and historical travel time and speed data on an extensive statewide roadway network.
- Apr 2012 **HRTPO Unified Planning Work Program – FY 2013**
This Unified Planning Work Program describes the transportation planning work and associated funding for the Hampton Roads Metropolitan Planning Area for the period from July 1, 2012 to June 30, 2013.
- Apr 2012 **Regional Performance Measures: Values and Targets**
This report documents the historical values and current targets for the HRTPO Regional Performance Measures, which were developed in response to legislation passed by the Virginia General Assembly.
- Jun 2012 **The State of Transportation in Hampton Roads 2012**
This report is produced as part of the region’s Congestion Management Process and details the current status of all facets of the transportation system in Hampton Roads – air, rail, water, and highways.
- Jul 2012 **TRAFFIX Annual Report: Fiscal Year 2011**
This report defines and tabulates a comprehensive set of performance measures for TRAFFIX, a travel demand management program in Hampton Roads. This report is intended to serve as a template for future TRAFFIX Annual Reports.
- Sep 2012 **Hampton Roads Regional Freight Study: 2012 Update**
The purpose of this report is to assist the HRTPO Board in making decisions concerning transportation improvements to benefit freight movement. The 2012 update focuses on two major components: Commodity Flows and Regional Truck Movement.
- Sep 2012 **Military Transportation Needs Study – Military Commuter Survey**
This report builds on the first phase of the Hampton Roads Military Transportation Needs Study (Highway Network Analysis – September 2011). The

purpose of the survey was to determine the transportation challenges facing local military personnel during their daily commutes in Hampton Roads. The results of the survey provide valuable information for transportation decision-makers, including the HRTPO Board, as they direct resources to solve the region's transportation problems.

- Sep 2012 **Users of Existing Toll Facilities in Hampton Roads**
Using data on E-ZPass transactions at three local toll facilities – the Chesapeake Bay Bridge-Tunnel, the Chesapeake Expressway, and the Coleman Bridge – HRTPO staff determined the portion of E-ZPass tolls paid by residents and businesses located in the thirteen HRTPO localities.
- Sep 2012 **Public Participation Plan**
This document provides an overview of the HRPTO public engagement process and provides information on how to become involved with the HRTPO. Additionally, the guide speaks to the HRPTO's outreach to those traditionally underserved by the transportation planning process
- Sep 2012 **Meeting Place Map**
This tool was created to provide HRTPO staff and the general public with a concise view of available meeting places in Hampton Roads. Facility locations, restrictions, capacities, etc., are provided, along with a mapping function that can be used to get directions and public transportation options to each location.
- Sep 2012 **New HRPTO Website**
The new HRTPO website was created to enhance transparency and navigability, and to ensure compliance with new Federal regulations.
- Sep 2012 **Regional Active Transportation Research Scan - PP**
This report summarizes the finding of a research scan conducted by the HRTPO staff to review active transportation (bike/pedestrian) plans from within the US and abroad and identify best practices that could be applied to enhance similar efforts in Hampton Roads. The draft report has been made available for public review. The report is scheduled for approval by the HRTPO Board on October 18, 2012.
- Sep 2012 **Preparing Corridors for Midtown Tunnel – Downtown Tunnel – MLK**
HRTPO staff has prepared the regional travel demand model to identify arterial corridors in Portsmouth, Norfolk, and Chesapeake on which traffic volumes are expected to change significantly after tolls are placed on the tunnels in January 2014. During FY 2013, staff will gather video documentation of pre-tolling-event travel conditions along these corridors.
- Sep 2012 **Regional Bridge Study**

HRTPO staff has 1) gathered and analyzed bridge condition and usage data, and 2) developed and applied a model to forecast the cost of sustaining existing bridge connections through the year 2040. A draft report will be distributed in the fall of 2012.

Feb 2012-
Mar 2013

Hampton Roads Passenger Rail Study: Phase 2A

During FY 2011, in the interest of improving the region's potential for passenger rail service, the HRTPO retained the services of Transportation Economics & Management Systems, Inc. (TEMS). The work of TEMS resulted in the completion of two reports – Preliminary Vision Plan (Phase 1) and Blueprint Study (Phase 1B).

During FY 2012 and FY 2013, the HRTPO and TEMS, working with DRPT, will collect extensive data for a Service Development Plan (SDP) application for the Petersburg to Norfolk passenger rail corridor. The Phase 2A data collection tasks will establish the needed databases for developing the SDP, and other analysis needed to apply for the USDOT Federal Railroad Administration passenger rail project funding. This task will assemble and collect the appropriate databases required for the analysis of the market, routes, technology, and environmental conditions.

Jun 2012-
Sep 2012

Virginia's Urban Crescent

Recognizing the transportation crisis Virginia faces, 46 localities have organized to work together to effectively influence the General Assembly to address the Commonwealth's well-documented transportation needs. The HRTPO/HRPDC has taken the lead in preparing supporting documentation and analyses examining the significance of the Urban Crescent, including the costs of congestion and revenue generation capabilities.

Achievable goals in the coming year:

- **Long-Range Transportation Plan** – Development and maintenance of the Region's Long-Range Transportation Plan (LRTP). The LRTP is a financially-constrained, multimodal transportation plan that looks at least 20 years into the future. During FY 2013, work will begin on the development of the 2040 LRTP.
- **Transportation Project Programming** – The HRTPO Transportation Improvement Program (TIP) is a four-year program for the implementation of transportation projects in Hampton Roads. The TIP must be consistent with the LRTP and identifies the near-term programming of federal, state, and local funds. Before any federally-funded and/or regionally significant transportation project can be in Hampton Roads, it must be included in the current, HRTPO Board approved TIP. The TIP is continually maintained to keep it up-to-date and synchronized with the state TIP.

- **Congestion Management Process** – The Congestion Management Process (CMP) is a systematic method of addressing congestion issues in Hampton Roads. Work related to the CMP includes: support of regional operations planning, maintenance of transportation databases, and evaluation of the state of transportation in Hampton Roads. Current special efforts under CMP include an analysis of the transportation needs of the military community, including potential threats to the roadway system resulting from sea-level rise, and an evaluation of the reliability of local travel times.
- **Public Participation** – Integrated in all work performed by the HRTPO is an effort to engage the public in regional transportation decision-making. The HRTPO is committed to providing a transparent and accessible transportation planning and programming process and uses a variety of public involvement, outreach, and engagement strategies. During FY 2013, the HRTPO will publish an updated Public Participation Plan, bring online a newly-designed website, and implement special outreach strategies focused on engaging the public in the early stages of development of the 2040 LRTP.
- **Regional Freight Planning** – The efficient movement of freight is an important component of a region's transportation system. This is particularly true in Hampton Roads, home to the third largest container port on the East Coast. Of particular concern to the freight community is the effects that tolls will have on freight movement and on the decisions of freight-related businesses to locate in Hampton Roads. The HRTPO allocated funds to the Virginia Port Authority for a study on the effects of future and/or proposed toll rates on retaining or attracting freight related business to the Region. The study is scheduled to be completed during FY 2013.
- **Safety and Security Planning**— The safety and security of the transportation system for all motorized and non-motorized users must be considered when selecting projects, strategies, and services. The HRTPO produces regular updates of safety-related reports. The most recent update of *General Crash Data and Trends* was released in FY 2012. During FY 2013, HRTPO staff will produce an update to *Interstate and Intersection Crash Findings*.
- **Hampton Roads Passenger Rail Consultant Study** – The HRTPO has been working since 2009 to position Hampton Roads to be more competitive regarding passenger rail funding and service. During FY 2013, the HRTPO and its consultant, in coordination with the Virginia Department of Rail and Public Transportation, will continue its initiatives by ensuring that the appropriate databases are collected and assembled for the required analysis of the market, routes, technology, and environmental conditions for a service development plan application for the Petersburg to Norfolk passenger rail corridor.
- **Regional Bridge Study** – The condition of existing bridges is important for the safety of Hampton Roads users and the Region's economy. During FY 2013, the HRTPO will publish an update to the *Hampton Roads Regional Bridge Study*, first published in 2008.

- **Preparing Corridors for Midtown Tunnel – Downtown Tunnel – MLK Project** – The state recently signed a comprehensive agreement with Elizabeth River Crossings (ERC) for the construction of an additional two-lane facility at the Midtown Tunnel and the extension of the Martin Luther King (MLK) Freeway to I-264 as tolled roadways. Currently, due to congestion at the Midtown Tunnel and the Downtown Tunnel, traffic backs up along several local roads, including Hampton Boulevard and Brambleton Avenue in Norfolk and Effingham Street in Portsmouth. During FY 2013, HRTPO staff will analyze the changes in traffic patterns likely to result from the tolling of the Midtown Tunnel and Downtown Tunnel and prepare recommendations on signal timing plans to help keep traffic moving smoothly after the tolls go into effect.

Identified by Opportunities Sub-committee:

- **Action 1:** Develop a long-term adaptation strategy for the impacts of climate change and sea level rise on Hampton Roads in order for Hampton Roads to be a region of excellence for environmental distinction.
- **Action 2:** Utilize the strengths of the region's modeling and simulation industry to develop tools to support regional leaders in developing climate change and sea level rise adaptation strategies in order for Hampton Roads to be a region of excellence for environmental distinction.
- **Action 3:** Support transportation policies including investment in transit and programs that will promote more compact land use in order for Hampton Roads to be a region of excellence for environmental distinction.

Progress: HRPDC has been engaged in climate change research, education, and outreach for the past two to three years. Most of this effort has been funded through collaboration with the Virginia Coastal Zone Management Program, which is currently contributing half of the total budget of a three-year Focal Area Grant studying climate change adaptation in Hampton Roads. This project has so far resulted in three research reports. The first gave a broad overview of climate change, its projected effects, and its potential impacts on the region. It also documented engagement with local government staffs. The findings of this report were presented to the Commission at its meeting on April 21, 2010. The second report described an analysis of the region's exposure to storm surge in terms of land area, population, roads, critical infrastructure, and businesses. The findings of this report were presented to the HRPDC at its meeting on June 16, 2011. The third report contained an analysis of the region's exposure to sea level rise across a range of sectors, including the built and natural environments, infrastructure, and the economy. In addition to these reports, HRPDC staff worked with the Institute for Environmental Negotiation, Wetlands Watch, and the City of Virginia Beach to organize and hold four listening sessions in Virginia Beach in March 2011. HRPDC staff also worked with the same group to organize a follow-up stakeholder focus group discussion in Virginia Beach in May 2012. HRPDC staff has also given presentations to several city councils and boards as well as other organizations. HRPDC and HRTPO also partnered with a team from

the University of Virginia studying the impacts of climate change on transportation infrastructure.

HRPDC is currently engaged in several complementary efforts. HRPDC received a one-year Focal Area Grant from CZM to study policies to promote coastal resilience. HRPDC staff is also working with the state and other stakeholders to acquire additional LIDAR elevation data to complete a regional high-resolution elevation dataset. HRPDC staff continues to present to organizations and participate in workshops. HRPDC is also working with Dr. James Koch and Dr. Vinod Agarwal of Old Dominion University on a project that is estimating the economic impact of storm surge and sea level rise on the region. HRPDC has partnered with Old Dominion University and Virginia Sea Grant to organize the Hampton Roads Adaptation Forum, which will bring local government staff and other stakeholders together from across the region to identify and discuss best practices for adapting to climate change; the first forum meeting will be held in October 2012.

Achievable goals for the coming year: Climate change will continue to be a pressing issue for the region to address. There are three general, non-exclusive paths HRPDC could take in dealing with climate change. These are (1) continued research, (2) public outreach and education, and (3) coordination of other groups' efforts to better serve the region. HRPDC is already doing each of these to varying degrees.

- **Research** –During FY2012-2013, HRPDC staff will complete a one-year focal area grant from the Virginia Coastal Zone Management Program, with a focus on coastal resiliency and how communities can incorporate adaptation measures into their plans and policies. HRPDC will also work with USGS to explore how regional land subsidence can be analyzed.
- **Public Education/Outreach**–As part of the VCZMP focal area grant, HRPDC staff will develop educational materials based on completed research reports which will be made available to the public. HRPDC staff will also continue to make presentations to public groups upon request.
- **Coordination**–HRPDC will continue to work with area local governments and state and federal agencies, including Old Dominion University and the Virginia Institute of Marine Science, on projects and efforts related to climate change and sea level rise. These efforts include the VIMS Recurrent Flooding Study, which was requested by the General Assembly, and the Hampton Roads Adaptation Forum, which is a partnership between HRPDC, Old Dominion University, and Virginia Sea Grant.

Intellectual & Human Capital

Opportunity Inc. and the Peninsula Workforce Development Council represent two Workforce Investment Boards in Hampton Roads. They are the lead organizations responsible

for the implementation of actionable items in the plan pertaining to intellectual and human capital, considered another key cross-cutting issue in the planning process.

Identified by Federal Sub-committee:

- **Action 1:** Develop and implement an action plan for job conversion for exiting military personnel to keep them in Hampton Roads, enhancing the skills and attractiveness of our workforce in order to attract and expand organizations, capabilities and investments owned, operated or funded by the Federal government in Hampton Roads.

Identified by Port Sub-committee:

- **Action 1:** Support workforce development programs in the region through annual evaluation of opportunities and threats in order to grow and enhance the Port of Hampton Roads and become the East Coast port of call for all major ship lines.

Identified by Opportunities Sub-committee:

- **Action 1:** Address the inadequate innovation system and support for entrepreneurship in Hampton Roads by providing education and training in entrepreneurship in order for Hampton Roads to be a region of excellence for clusters of cutting edge technology-based business innovation and education.
- **Action 2:** Grow our 21st century workforce by including the knowledge, skills and capabilities of key Hampton Roads technologies in the curriculum of all Region II K-12 school divisions, addressing educational needs for a successful 21st century workforce in order for Hampton Roads to be a region of excellence for clusters of cutting edge technology-based business innovation and education.

Progress:

- **Supporting Exiting Military**

The Peninsula Council for Workforce Development and the U.S. Chamber of Commerce hosted “[Hiring Our Heroes – Hampton Roads](#)” on August 2nd, a hiring fair to connect veterans and military spouses to meaningful employment. More than 150 employers took part in the fair, which attracted 1,500 veterans and active duty members of all ranks and levels of experience and military spouses, including approx. 250 civilians. The event, chaired by U.S. Sen. Mark R. Warner, featured workshops and presentations designed to help participants prepare for today’s job market.

In honor of Veterans Day 2011, Opportunity Inc. launched "Hire-A-Vet Hampton Roads" with web resources to assist employers in reaching and hiring exiting military and other veterans (<http://www.opp-inc.org/businesses/hireavet>). The key resource is "[An Employer's Guide to Hiring Exiting Military Personnel and Other Veterans in Hampton](#)

Roads" features step-by-step instructions for using no-cost, readily available tools to identify and reach veterans as potential employees. It is available as a PDF download from the Hire-A-Vet Hampton Roads webpage. Additionally, there are a variety of resource links to further assist employers and veterans seeking employment.

US JFCOM Disestablishment

The Virginia Regional Center for USJFCOM Workforce Transition and Business Development is the focal point for economic adjustment response, programs and assistance related to the disestablishment of the United States Joint Forces Command. The Center is here to help individuals and businesses impacted by the USJFCOM disestablishment. The Commonwealth of Virginia administers the center in partnership with the City of Suffolk, Opportunity Inc. of Hampton Roads and other regional partners. It is funded through a grant from the U.S. Department of Defense, Office of Economic Adjustment.

- Nearly \$4.5M returned to the economy through reemployment of JFCOM related customers.
- The center has captured employment on 60 individuals who used the services in either core or intensive. 57 of them are at 80% or greater than their previous salaries and 32 are at 100% or more of previous salary.
- 58 individuals enrolled into Occupational Skills Training. Of the 58, 17 have been placed into employment with average hourly wages of \$40.13.
- 58% - IT Industry
- 28% - Project Management
- 31% - Other (Human Resources; Government Contracting; Business)
- In October 2011 the Center provided specialized training for 17 customers – *Presenting with Impact* – by Dale Carnegie Training of Eastern Virginia. This training was provided in response to feedback from prospective employers that they required employees not just technically competent and experienced, but with the skills to make successful presentations.
- In November the first *Meet the Companies* event in Hampton Roads was held. Five key high technology employers with current job vacancies were brought together with qualified candidates formerly employed with JFCOM.

- **Training for high growth occupations**

General

In the program year ending June 30, 2012 (PY 2011), Opportunity Inc. served almost 10,000 new customers and saw over 48,000 total client visits. This is second only to the 2009 program year in total volume. Almost 700 new customers enrolled in training services and nearly 500 clients entered unsubsidized employment at an average of \$14.60/hour, or just over \$30,000 per year.

Over the same period, Opportunity Inc. assisted over 200 former International Paper (IP) employees with on-line applications and resumes in preparation for the opening of an IP Fluff and Pulp Mill in Franklin.

The Peninsula Council for Workforce Development, through Peninsula Worklink One Stop System, provides funds to train hundreds of Hampton Roads residents each year for careers in growing occupations. In the program year ending June 30, 2012, approximately 15% of new clients (53) received training in port (transportation) or maritime (production/ship building) related occupations.

Healthcare Training

The Peninsula Council for Workforce Development (Greater Peninsula Workforce Investment Board), in partnership with Opportunity Inc. (Hampton Roads Workforce Development Board), was awarded a 4-year, \$5.0 million grant from the US Department of Labor to provide advanced healthcare education, training and job placement assistance. Training will occur across more than 20 specialties including: dental hygiene; health information technology; lab technology; physical therapy; registered nursing; physician assistance; radiologic technology; and respiratory therapy. Eligible participants can receive up to \$10,000 for training in an approved program of study. Opportunity Inc. enrolled 46 participants enrolled in training through June 30, 2012, exceeding its program year goal by 115%.

Other

Opportunity Inc. and Gold Key PHR Hotels and Resorts partnered to find qualified candidates for hundreds of hotel and restaurant positions with the company. Opportunity Inc.'s Youth Career Center of Hampton Roads and One-Stop Workforce Center collaborated to identify and prescreen applicants.

This custom hiring event required Opplnc to determine, in detail, the requirements for each position and what Gold Key recruiters would look for in the interview process. Career counselors worked closely with each candidate to prepare them in advance for this high-profile event.

Interested clients completed a Gold Key job application, prepared or revised a targeted resume and underwent a mock interview with an Opportunity Inc. staff member. This extensive preparation paid off for Opplnc clients and the Company when the time came for the actual hiring event.

Gold Key recruiters found it to be one of the best events in which they have ever participated with 60 people interviewed, 13 people offered jobs, and over 30 people called back for second interviews.

Gold Key/PHR is a fully integrated hospitality company that manages the Ocean Beach Club Resort, Turtle Cay Resort, Boardwalk Resort and Villas, and the Beach Quarters Resort at the Virginia Beach Oceanfront. The newest property, Oceanaire, opened this spring.

- **Business Innovation and Education**

In June 2012 Opportunity Inc., operating arm of the Hampton Roads Workforce Development Board, learned it will receive \$1.76 million for entrepreneurship education through the U.S. Department of Labor's Workforce Innovations Fund as part of a three region consortium. The *SkillSource* Group, Inc., Northern Virginia Workforce Investment Board's non-profit arm and formal grant recipient, and the Capital Region Workforce Partnership in Richmond are the other two grant partners. Lastly, IMPAQ International will complete a formal evaluation of program results. Together, the grant totals \$8,355,590.

The grant expands current U.S. Department of Labor-funded entrepreneurship efforts in Northern Virginia and Richmond to the Hampton Roads region and seeks to help job-seekers grow assets and attain long-term self-sufficiency through self-employment. The Virginia Employment Through Entrepreneurship Consortium (VETEC) will provide 1,000 adult and dislocated workers eligible for Workforce Investment Act (WIA) services with comprehensive entrepreneurship training and technical assistance over the 52 month grant that will directly assist with the new job creation and small business growth. All VETEC participants will receive training in a core curriculum that includes: business planning; accounting; finance and credit; and sales and marketing. Additional services include networking, special events, specialized training and entrepreneurship mentoring.

In Hampton Roads Old Dominion University will provide entrepreneurship training and other services to 250 participants under the grant.

- **Support for STEM education and entrepreneurship education** -- In the Fiscal Year ending June 30, 2012, the Peninsula Council for Workforce Development supported STEM education and entrepreneurship education through its Youth Career Cafes and Youth Career Expo through special programming that included:

- Youth Career Café**

- Over 15,000 visits to a Youth Career Café related / sponsored event focused on career readiness activities, including STEM focused opportunities.
 - Career workshops in Healthcare (general), Modeling and Simulation, Career Exploration Camps, Advanced Manufacturing, Technology (general), and Game Design
 - Week long STEM Camps in partnership with ECPI University, a local technical school
 - Week long Advanced Manufacturing Camp in partnership with Thomas Nelson Community College
 - Hosting of multiple Girls Get IT events in partnership with K12 and ECPI University

Youth Career Expo

- The Peninsula Council for Workforce Development, in partnership with the Virginia Peninsula Chamber of Commerce and the six Peninsula school divisions, hosted the award winning **Youth Career Expo 2012** on Tuesday, March 6, 2012 at the Hampton Roads Convention Center. The event, which received the Virginia Department of Education's 2011 State and Regional Business and Education Partnership Awards, brought together more than 250 professionals from business, education and industry to prepare the more than 2,200 youth in attendance for the workplace. School divisions participating included Newport News, Hampton, Williamsburg-James City County, York County, Poquoson, Gloucester County and Franklin. The Expo included mock interviews, various workshops and over 55 business exhibitors. Students entered the "World of Opportunities" by exploring 13 different Worlds, including Finance, Healthcare, STEM, Green, Construction, and others. They also partook in interactive workshops ranging from financial literacy to STEM and Healthcare sessions. The mini workshops included lessons in soft skills such as problem-solving, oral communication, and interpersonal and teamwork skills.
- **Growing our 21st century workforce through STEM Career Pathways** – The Peninsula Council for Workforce Development, through funding from the Ford Foundation and Virginia's Community Colleges, released the Skills to Succeed Inventory, a comprehensive labor market study that focused on jobs in green and advanced technologies in manufacturing on the Virginia Peninsula from 2012-2016 in October 2011. The collected data, which includes how changes in the economy and emerging green jobs will affect the Peninsula's advanced manufacturing sector, have been used to develop a strategic plan to align programs to help high school students and adults acquire the right skill sets for jobs that involve advanced and precision manufacturing technologies. Fourteen of the top 20 manufacturing companies on the Peninsula, which currently employ 90 percent of the area's manufacturing workforce, participated in the study. Throughout the area in the next five years, these employers anticipate 11,150 job openings in 11 occupations, with some 3,000 of these positions requiring education beyond high school. All employers reported challenges in acquiring a skilled workforce, as well as advancing the skills of current employees. To remedy the shortfall of skilled employees and meet the demands of the 21st century workplace, a Virginia Peninsula Career Pathways Collaborative in Advanced and Precision Manufacturing Technologies was formed uniting Peninsula manufacturers, public schools, colleges, universities and community partners.

In order to point jobseekers in the right direction, the Peninsula Council for Workforce Development and its Advanced Manufacturing Collaborative Partnership launched an interactive website to help people explore career pathways leading to real, available, high-paying jobs. The website also contains routes to educational pathways people can take to advance current careers in advanced manufacturing. To make the website possible, the Virginia Peninsula's major manufacturers have

shared their hiring needs for the next five years, known as the Skills to Succeed Inventory, and have conveyed what skills they're seeking for these jobs and future jobs. In turn, the area's colleges, community colleges, training providers and K-12 school systems have listed where people need to go to get the specific skills identified by these employers. Located at www.virginiapeninsulacareerpathways.com, the website offers a "Skills Check-Up" list where users answer questions to help determine which career path would be best for them. These answers also let the user see what jobs they may qualify for now and where gaps between knowledge and skills need to be filled so that they may qualify for other careers listed on the website.

- **Growing our 21st century workforce through STEM Career Pathways (OppInc)**
Science, Technology Engineering & Math Summer (STEM) Camp

Opportunity Inc.'s Youth Career Center of Hampton Roads (YCCHR) sponsored a free Science, Technology, Engineering and Math (STEM) Camp July 5 - July 9, 2011. The camp was open to young people from throughout the Opportunity Inc. coverage area (Chesapeake, Franklin, Isle of Wight, Norfolk, Portsmouth, Southampton, Suffolk and Virginia Beach). Twenty youth spent 5 days exploring STEM careers and creating an original mobile application. The Camp was held in partnership with ECPI University, We are Titans, and the Medical Careers Institute.

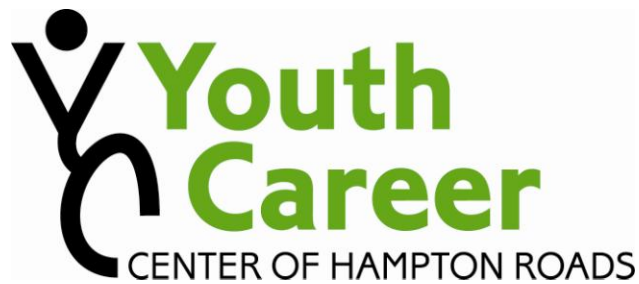
Workforce Investment Act Youth Programming

This past year, Opportunity Inc. reformulated its Workforce Investment Act Youth Programming to more closely align it with individual school system needs. We chose to partner directly with school districts, technical schools and local colleges and universities to provide training.

In the 2011-2012 program year Opportunity Inc. spent close to \$1,000,000 providing STEM and entrepreneurship programming to nearly 350 youth aged 14-21. While each community had a different program mix. In total, the program elements include:

- **Academics**
 - Tutoring in math, science, and SAT Prep
 - Newly developed STEM 101 course at Norfolk State University (dual enrollment)
 - Modeling & Simulation (dual enrollment)
 - Geographical Information Systems (dual enrollment)
 - Industrial Technology (dual enrollment)
 - Robotics training
 - College & University field trips and Speakers

- CNA training and certification (out of school youth)
- Homebuilders Certification (out of school youth)
- Special Programming
 - Saturday Scientists Program (Programming, Visual Algebra, Cyber Security, Digital Forensics, Rocketry)
 - Robotics competitions
 - “App” Development Camp in partnership with ECPI University and Junior Achievement
 - Two week residential summer research and education experience (at Norfolk State University)
- Workplace Readiness
 - Mentoring
 - Internships
 - Employer field trips
 - Workplace Ethics in collaboration with Junior Achievement (out of school youth)



Last September, our Youth Career Center celebrated its first full year of operation. The center is a partnership between Opportunity Inc. and several partners that provide cash and/or in-kind support (Wells Fargo, ECPI, Pembroke Mall TCC). In the 2011-2012 Program Year the Center served 12,935 people with a wide ranging mix of program and services including:

<p>Career Exploration</p> <ul style="list-style-type: none"> Careers in Dance Careers in Space Careers in Social Work Careers in Cosmetology Careers in Photography Careers in Game Design Careers in Public Service Careers in Graphic Design Careers in Forensic Science Careers in Mobile Application Development Careers in Dental Hygiene with Cool Smiles Exploring Careers in Writing with the Virginian Pilot 	<p>Job Preparation</p> <ul style="list-style-type: none"> Leadership in the Workplace Basic Computer Skills Resume Boot Camp Ethics in the Workplace Job Search Strategies Video Resumes Death by Social Media Surviving the Group Interview Building your Professional Network Finding the Right Volunteer Opportunity Under 16? Understanding the Job Search
<p>College/ Career Pathway Development</p> <ul style="list-style-type: none"> College Applications Made Easy Understanding the SAT Understanding the ASVAB Life after High School 	<p>Financial Literacy</p> <ul style="list-style-type: none"> Budgeting Basics with Wells Fargo Paying for College Understanding and Building Credit College Loans 411
<p>Special Events</p> <ul style="list-style-type: none"> Legal Careers Workshop and Mock trial Job Search Haunted House Speed Networking Speak Up- Public Speaking for Teens EITC Super Saturday Tax Day Summer Job Clubs in Franklin and Virginia Beach College Tour Experience STEM Camp- There's an App for That Mock Interviews with Farm Fresh Disability Youth Mentoring Day w/ Norfolk Public Schools and Pembroke Mall JA Boot Camps Life After High School Immersion Day 	<p>Recruitment Events</p> <ul style="list-style-type: none"> Virginia Beach Parks and Recreation Summer Jobs Recruitment Automotive Reconditioning Services Inc Recruitment Coastal Edge Summer Jobs Recruitment AAA Pools Summer Jobs Recruitment Ocean Breeze Water Park Summer Jobs Recruitment

Actionable goals for the coming year:

- **Continue to advance STEM and entrepreneurship training**

Opportunity Inc. will expend over \$2 million across 13 youth programs in the 2012-2013 fiscal year. The current mix of programming includes: STEM; college prep; high school completion; high demand job training; and on-the-job training for disabled youth.

The Peninsula Council for Workforce Development will partner directly with school districts, technical schools, the Youth Career Cafe and local colleges and universities to develop model career pathways to meet the needs of STEM related employers.

Opportunities

The Hampton Roads Partnership serves as the lead organization with numerous partners that assist in implementing the strategies and actions focused on the environment and healthcare..

Objective 4: Hampton Roads will be recognized internationally as a region for centers of excellence fueled by a culture of innovation and economic opportunities.

Strategy 1: Hampton Roads will be a region of excellence for environmental distinction.

Action 1: Develop and implement the multi-disciplinary systems capabilities to enable critical assessments and tradeoffs between energy, the environment and the economy.

Action 2: Develop a framework for a green economy by connecting all of the public, private, nonprofit and higher education activities aimed at coordinating the regional green agenda in order for Hampton Roads to be a region of excellence for environmental distinction.

Action 3: Develop and implement a regional campaign for awareness of environmental issues and their implications and methodologies for going “green.”

Action 4: Leverage the strong heavy-industry (primarily shipyard trade) capabilities in Hampton Roads to become a center for the manufacture and maintenance of conventional, nuclear and renewable energy-related infrastructure in order for Hampton Roads to be a region of excellence for developing and implementing offshore wind energy and other coastal energy solutions.

Action 5: Cooperate with regional port facilities in Delaware, Maryland, District of Columbia and North Carolina on transportation and logistics of major offshore energy components in order to establish the Port as the manufacturing and supply chain hub of the East Coast offshore energy industry.

Progress:

Environmental Awareness

- **HR Green** – The Hampton Roads Planning District Commission (HRPDC) has been a leader in building awareness among residents about the importance and value of finding their “inner green.” HRPDC launched HR Green (<http://askhrgreen.org/>), a region-wide public awareness campaign on July 19, 2011. Encouraging environmental stewardship is a key charge of the HRPDC. The idea for askHRgreen.org began a year ago when the HRPDC decided to consolidate its HR CLEAN, HR FOG, HR STORM and HR WET outreach programs into one regional umbrella campaign called HR GREEN. This content-rich website is the go-to place for information about recycling, smart water use, sustainable landscaping practices or anything related to the region environment. The sight has been expanded to include issues as air quality, fuel efficiency and best practices for business. The site will soon incorporate climate change and sea level rise.
- In April 2012, askHRgreen.org, operating under the auspices of the HRPDC, was selected as one of ten national sites for Keep America Beautiful 2012 Great American Cleanup National Action Days. With an Honorary Board, consisting of the Mayors and Chairs of Hampton Roads localities and other regional leaders, the Hampton Roads Cleanup was highly successful. Over two days, 1,781 volunteers from 13 participating localities, 48 corporate/military and neighborhood groups collected more than 62 tons of litter and more than 500 pounds of household hazardous waste, painted structures and completed landscaping projects in public facilities and constructed a bear playground at the Virginia Zoo. This first of a kind regional cooperative effort has been recognized nationally and across Virginia.

Achievable goals for the coming year:

Environmental Awareness

- Gauge region's knowledge, attitudes and actions with regard to environmental stewardship through various survey methods
- Increase knowledge and environmentally responsible actions through multi-media informational campaigns
- Reach and inspire students to be good environmental stewards through the Green Learning Guide, which ties the Good To Do tips from the askHRgreen.org site with the Virginia Standards of Learning
- Encourage homeowners to have their soil tested and know their grass before they fertilize
- Communicate to residents and businesses the importance of recycling unwanted electronics
- Discourage citizens from using the garbage disposal
- Inform citizens about the importance of our drinking water, wastewater and stormwater systems
- Share water wise tips for outdoor use and other "green" practices for the yard
- Engage citizens in the Great American Cleanup

Strategy 2: Hampton Roads will be a region of excellence for healthcare and life sciences.

Action 1: Work to insure quality, cost effective healthcare is available to citizens of Hampton Roads in order that businesses may be more competitive.

Action 2: Address healthcare as a quality of life measure for our region.

Action 3: Reach out to regional leaders in healthcare to determine and address what they need to grow their industry.

Action 4: Leverage the academic, research, and infrastructure capabilities of local colleges, universities and federal labs as well as commercial entities to become a region of distinction for the convergence of life sciences, information technology, photonics, nanotechnology and personalized healthcare.

Progress:

- **Funding for Eastern Virginia Medical School (EVMS)** – EVMS is currently under-funded by the Commonwealth of Virginia when compared to the Schools of Medicine at UVA and VCU – the gap is roughly \$12 million. \$ 7.1 million was added to the state budget during the past General Assembly session to begin filling that gap. EVMS is also part of a feasibility study to explore a possible merger with The College of William and Mary.
- **Medical Modeling and Simulation** – Secured \$250,000 through a state budget amendment to grow the National Center for Collaboration in Medical Modeling and Simulation established by Congress in 2011 in Hampton Roads, including planning with ODU and EVMS.
- **EVMS research project** – The project identified neighborhoods with high infant mortality rates, cancer, diabetes, etc. to begin developing a strategy focused on improving health in under-served neighborhoods.

Achievable goals for the coming year:

- **Seek funding for the medical and health professions education and research programs of Eastern Virginia Medical School (EVMS).** *The Virginia 2012-2014 Budget includes an increase in state funding of \$3.6M for education and includes EVMS in the newly established Virginia Life Sciences Consortium that would largely fulfill this recommendation.*
- **Advocate for funds to support the National Center for Collaboration in Medical Modeling and Simulation** –Expand the activities of local businesses in the medical simulation industry, in an effort to attract new businesses and talent to the region. *The*

Virginia 2012-2014 Budget includes \$250K in support of this effort. An additional \$250K of core support is needed to ensure the longer-term success of this effort.

- **Improve the health of the region's residents** who live in neighborhoods with the highest incidence of poor health. *The concept would be for each of those involved to target at least 25% of their efforts and philanthropy over the next decade in those high need neighborhoods.*
- **Promote effective health programs in the workplace** – Encourage all local businesses to draw on the expertise and experience of the Sentara, Bon Secours and Riverside health systems, other medical and health care providers, and region's academic institutions to implement effective health promotion programs in their workplaces. *This advocacy is a straightforward way to improve the health and productivity of the region's workforce.* (Recent article: <http://hamptonroads.com/2012/09/worker-wellness-health>)
- **Encourage investments** in life sciences education and research, coordinated participation of private healthcare providers and free clinics in improving the health of residents, and sustain efforts to recruit new healthcare industries to the region.

Innovation

The Hampton Roads Partnership is serving as the LEAD organization on this component of Vision Hampton Roads using Innovate!HamptonRoads. Innovate!HamptonRoads is the region's grow-your-own economic development strategy and represents the best opportunity to diversity from the region's disproportionate military and federal spending dependence.

Innovate!HamptonRoads is designed to inspire entrepreneurship and accelerate high growth potential businesses by building idea-generating and job-creating industry clusters in Modeling and Simulation (M&S), Sensors, Unmanned Systems and Robotics, Bioscience and Aerospace.

A two-year \$500,000 grant from the Economic Development Administration, leveraged with other resources will support creation and development of the Incubators Entrepreneur Support Network and jumpstart Innovate!HamptonRoads.

Identified by Opportunities Sub-committee:

Strategy 1: Hampton Roads will be a region of excellence for clusters of cutting edge technology-based business innovation and education.

Action 1: Address the inadequate innovation system and support for entrepreneurship in Hampton Roads by providing business incubation and support for early stage

companies in order for Hampton Roads to be a region of excellence for clusters of cutting edge technology-based business innovation and education.

Action 2: Continue to grow the technology clusters of Modeling and Simulation, Sensors and Bio Science and embrace new clusters as they develop.

Action 3: Encourage and support Hampton Roads' research universities as focal points of knowledge-led economic development.

Action 4: Work to remove barriers to entrepreneurial activities in order to drive innovation, above average economic growth and above average net incomes for workers.

Strategy 2: Hampton Roads will be a region of excellence for developing and implementing offshore wind energy and other coastal energy solutions.

Action 1: Develop and implement the multi-disciplinary systems capabilities to enable critical assessments and tradeoffs between energy, the environment and the economy.

Action 2: Leverage the strong R&D capabilities developed at local colleges, universities and federal labs as well as commercial entities and Mid-Atlantic coastal location near a power grid connection point to become a Coastal Energy Center of Excellence that studies and develops offshore wind and other renewable energy sources.

Action 3: Support, promote, and expand the Virginia Coastal Energy Research Consortium as a Center of Excellence for the translation of basic alternative energy research into commercial economic development projects; especially in wind, algal biodiesel, and wave energy.

Progress:

- **Regional Day focus on Entrepreneurship builds awareness** – Regional Day 2012 celebrated “The Year of the Entrepreneur,” showcasing the importance of developing an entrepreneurial ecosystem to nurture start-ups and existing businesses. The keynote address was given by Governor Bob McDonnell, who has said, “We have a community of entrepreneurial individuals who in spite of the very real risk of failure put their energy, sweat and savings into creating opportunities for themselves and others.” Virginia Secretary of Commerce & Trade Jim Cheng discussed how startups are the innovators that spark the economy. Dana Dickens, President and CEO of HRP, talked about the value of entrepreneurs and many programs HRP has helped create and maintain to assist entrepreneurs in the region. Dr. Johnny Garcia, President and CEO of SimIS, Inc. and Zack Miller, Project and Marketing Director at We Are Titans recounted their successful experiences, citing the importance of a supportive community. U.S. Senator Mark Warner sent a motivating message and said he will introduce federal legislation to encourage startups.
- **Seed and Venture Capital Funds established** – First Landing Innovation Partners, an early seed stage venture capital fund that invests in startup companies in Hampton Roads as well as Pixides Management, a venture capital fund are created.

- **2011 MODSIM World Conference & Expo** – Strengthened the region’s Modeling and Simulation (M&S) industry cluster (the third largest concentration in the U.S.) through promotion and networking. Over 1,200 attended the conference from across the globe. It was the largest STEM event in Southeastern Virginia.
- **Ignite Hampton Roads #2** – In 5 minutes, with 20 slides, what would you say? At every Ignite, sixteen artists, technologists, thinkers and personalities take the stage to answer this challenge. **Ignite** is an international grassroots effort to rejuvenate creative thought and entrepreneurial passions for local economies around the world. The organizers of **Ignite Hampton Roads** hold this unique forum annually as an opportunity to hear geeks, designers, technologists, thinkers, poets and artists showcase their ideas for innovation, entrepreneurship, “life-hacks” and community interest. This event was held in coordination with the 5th Annual Modeling & Simulation World Conference and was themed on STEM and M&S.
- **Industry Cluster Development** – Twenty-eight business networking events were held this past year. Monthly events like BioTech at the Beach, *UnWined* at Innovation Research Park, Aerospace Cluster United, Entrepreneur Meet-ups, and the Coastal Energy Cluster Forum continue to connect aspiring entrepreneurs, business leaders, venture capitalists, research universities, federal labs, and public officials with each other and information they can use to develop the region’s growing clusters.
- **Economic Gardening** –Five companies completed the pilot program called the Economic Gardening Network, a partnership with the Edward Lowe Foundation (<http://hamptonroads.nationalcentereg.org/>). The program features the Economic Technical Assistance Pilot Program managed by the National Center for Economic Gardening. The program delivers services directly to entrepreneurs, supports start-ups and early stage companies and medium size growth companies with anywhere from 10-99 employees and revenue \$1M to \$50M. Funding has been secured for an additional 20 companies. The second round of four companies is nearly complete, with an additional four companies ready to begin. As mentioned in the opening summary, the five graduates of the pilot program projected approximately 271 new jobs will be created within two years. [*SimIS, Inc., an 8(a) Information Technology Services Company has added 12 new jobs, raised \$500,000 in capital from investors, generated \$2 Million in new revenue and has established relationships with universities and others associated with the medical industry*]
- **Modeling & Simulation industry cluster development** – The Virginia Modeling, Analysis and Simulation Center held a four-day industry conference in September 2012; a series of TV ads have run during the month of September touting careers in modeling and simulation; the *M&S Cube* app for the iPad was released on iTunes in August to broaden awareness of jobs and resources available to students and professionals; and, in late Fall

2012 Chmura Economics and Analytics will release a study identifying industries in Hampton Roads that are prime targets for expanding modeling and simulation.

- **Start Norfolk 1 & 2** – Imagine a weekend devoted to seeing if the ideas you have in your head are worth pursuing and if so, how you can launch any one of them into a business in just a weekend (<http://www.startnorfolk.com/>). Similar events have generated businesses in San Francisco, Chicago and other cities. Two events were held in Norfolk this year. One hundred and thirty-five energetic participants brought their business ideas. From that group eight were selected during the first event. The winning team won \$10,000 in cash, plus startup legal & accounting services and rent for a work space.



- **Hatch Norfolk** (<http://www.hatchnorfolk.com/>) is a mentor-based start-up accelerator program for technology and design entrepreneurs who are ready to build a product and launch a company. **Hatch Norfolk** and **Start Norfolk** have created at least 36 companies and over 100 jobs. A similar program is starting on the Virginia Peninsula.
- **Hampton Roads Partnership Board Retreat** – The 2012 Retreat held September 21 focused on re-thinking economic development, featuring Mark Lange of the Edward Lowe Foundation, who discussed the merits of the Economic Gardening program. Successes and challenges of entrepreneurship were shared by the Co-Founder of Dollar Tree, Inc. (a local Fortune 500 company) and Command Post Technologies, an incubator graduate (about to enter the economic gardening program).

Achievable goals in the coming year:

- **Establish the CEO Roundtable** to offer mentoring and coaching assistance to 25 businesses
- **Business incubation services**– Serve 80 companies via the five existing incubators

- **Job creation**– Target 1,000 new jobs
- **Access to capital** – Connect 15 local companies with investors
- **Economic Gardening**– Assist 50 second stage companies with initial counseling and follow-up assistance
- **Technology transfer** – Target successful commercialization of 10 technology transfer opportunities
- **Networking opportunities** – increase the number of networking events to 50, connecting entrepreneurs with resources in the region as well as with each other
- **The Virginia Science Technology Engineering and Applied Mathematics (STEAM) Academy** is a public, statewide initiative aimed at bringing the best inquiry-driven instruction with a STEAM emphasis to students and teachers across the state. The Target opening date is Fall 2014. The Academy has three components:
 - A public, residential (boarding) academy for 9th-12th grade students (approximately 1,000 from across the state;
 - A summer residential academy for highly able middle school students, grades 6-8; and
 - High quality professional development for K-12 teachers across the state, and digital on-demand classroom instruction for middle and high school students across the state.

Public-Government Awareness & Policy

The Hampton Roads Partnership is the LEAD organization, coordinating efforts among local governments, organizations and institutions in the region to address public policy issues relating to components of Vision Hampton Roads.

Identified by Federal Sub-committee:

Action 1: Enhance and coordinate political engagement among local elected leaders, the Hampton Roads Caucus of the General Assembly, the Governor and his staff and the Virginia Congressional Delegation in order to retain organizations, capabilities and investments owned, operated or funded by the Federal Government in Hampton Roads.

Action 2: Enhance and coordinate political engagement to increase the awareness and appreciation of our federal and military assets by local elected leaders, the Hampton Roads Caucus of the General Assembly, the Governor and his staff and the Virginia Congressional Delegation in order to attract and expand organizations, capabilities and investments owned, operated or funded by the Federal government in Hampton Roads.

Action 3: Build relationships with key business and political leadership at Local, State and National levels in order to achieve public awareness and appreciation of the economic value of the Federal assets in the region to the Hampton Roads community, the Commonwealth of Virginia and the Nation.

Action 4: Build Congressional, state and local awareness/engagement of value of non-military Federal assets in order to achieve public awareness and appreciation of the economic value of the Federal assets in the region to the Hampton Roads community, the Commonwealth of Virginia and the Nation.

Identified by Port Sub-committee:

Action1: Ensure government at all levels maintains sound fiscal policies and economic development tools that support the Port in order to maintain the Port as an economic engine for the Hampton Roads region, the Commonwealth of Virginia and the Nation.

Action 2: Build advocacy coalitions of local, state and federal political leadership by focusing on the distinct needs and interests of each level of government in order to gain public support and appreciation of the economic value of the Port of Hampton Roads to the region, the Commonwealth of Virginia and the Nation.

Identified by TAC Sub-committee:

Action 1: Educate the community, including business and political leaders, about the economic impact of tourism, arts and culture in Hampton Roads thereby resulting in additional support for tourism, arts and culture in order to create sustainable regional tourism and a diverse arts and culture experience that is consistently funded, well coordinated and fully appreciated by the community.

Progress:

- **Additional state funding to support higher education** -- \$7.1 million for Eastern Virginia Medical School (EVMS); \$12 million for Old Dominion University (ODU)
- **Advancing Medical Modeling and Simulation** – Secured \$250,000 from the Commonwealth of Virginia to support the National Center for Collaboration in Medical Modeling and Simulation.

Achievable goals in the coming year:

- **Seek state support for Economic Gardening** – Develop a plan to establish a program and funds to support the Economic Gardening Network statewide.

- **Increase state funding for higher education** – increase state support to EVMS by 30%; support the funding requests of other state institutions of higher education.
- **Support the National Institute of Aerospace** request of \$3 Million from the Commonwealth of Virginia to establish the Virginia Aerospace Research Center (VARC) in Hampton Roads. A report was done by Virginia Commonwealth University for the Secretary of Transportation (released February 2012). The report included a recommendation to establish the VARC. State funds would be matched and used to start incubation services for space-related businesses, provide a soft-landing space, and develop programs to transfer intellectual property in the market place.

Capitalize Intercity Passenger Rail Operating and Capital Fund -- Seek a dedicated, long-term, sustainable funding source for the Virginia Intercity Passenger Rail Operating and Capital Fund that will allow the Commonwealth to sustain our current services, invest in our rail infrastructure, and match any federal funds that might become available. The federal Passenger Rail Improvement and Investment Act of 2008 requires states assume 100% of the operating cost and 25% of the capital costs for all existing Amtrak service of 750 miles or less, and all new high speed rail service by Fall 2013. The Commonwealth of Virginia currently hosts six such round trip trains and is actively working to add additional service. Without dedicated and sustainable revenue source to support these new costs, existing passenger rail service is potentially in jeopardy, and funding new infrastructure and operating costs to support new service would be difficult. In 2011, Governor McDonnell proposed and the General Assembly passed legislation creating an Intercity Passenger Rail Operating and Capital Fund. However the fund has no current long term revenue stream.

- **Additional funding (\$250,000) for National Center for Collaboration in Medical Modeling and Simulation** -- In late 2001, the United States Congress formally established the National Center for Collaboration in Medical Modeling and Simulation (NCCMMS). The NCCMMS is a joint project of EVMS and ODU and a variety of academic, governmental and commercial partners. The Center will be the go-to place nationally for vetting of modeling and simulation software and hardware applications. While funds were allocated in the 2012 State Budget, an additional \$250,000 will be requested in the upcoming 2013 General Assembly session.

Port/Maritime

The Virginia Port Authority, Virginia Maritime Association and the Virginia Ship Repair Association are the LEAD organizations responsible for implementing this component of Vision Hampton Roads.

OBJECTIVE 2: Hampton Roads will be the Premier East Coast Sea Port.

Strategy 1: Maintain the Port as an economic engine for the Hampton Roads region, the Commonwealth of Virginia and the Nation. (*#3 Ranked Strategy*)

Action 1: Ensure government at all levels is provided reliable and validated data sets as to the economic contribution of the port.

Strategy 2: Grow and enhance the Port of Hampton Roads and become the East Coast port of call for all major ship lines.

Action 1: Prepare to take the next evolutionary step toward becoming a mega port of the future serving as the East Coast port of call for every major ship line by maximizing the competitive advantages of our Port assets resulting in a Port Hub model, including technological advances.

Action 2: Leverage existing and develop new inland connections to capture a larger share of discretionary cargo moving into inland markets.

Action 3: Maintain focus on container cargo and continue to enhance the diversification of the Port (retrograde cargo, break bulk, rolling cargo and energy support services).

Strategy 3: Gain public support and appreciation of the economic value of the Port to the Hampton Roads region, the Commonwealth of Virginia and the Nation.

Action 1: Maximize growth with appropriate local and regional policies and vision that includes acting with environmental responsibility.

Strategy 4: Grow and enhance indirect and induced effects of Port activities including ship building, ship repair and all related businesses.

Action1: Maintain and grow the Navy presence in the region which sustains ship repair capabilities that support maritime industries including emergency repair for cargo and cruise ships in order to grow and enhance indirect and induced effects of Port activities including shipbuilding, ship repair and all related businesses.

Action 2: Advance the development of logistics parks within mixed use environments, i.e., a business park with combination of land uses centered around port related activities with strategic multi modal transportation access.

Action 3: Determine the needs of ancillary businesses such as maritime insurance, maritime legal services and shipping line offices in order to expand their presence in Hampton Roads.

Action 4: Address the needs of emerging businesses, such as mega yacht repair and maritime construction.

Strategy 5: Establish the Port as the manufacturing and supply chain hub of the East Coast offshore energy industry.

Action 1: Site and develop a large break bulk terminal dedicated to offshore energy shipping, assembly and distribution, including heavy lift capability, inland rail connectivity and deep water staging.

Action 2: Promote governmental policy and economic development support for offshore energy supply chain development at the local, state and federal level.

Progress:

- **Port volume growth** coming out of the recession was slow until the beginning of 2012, but through August the port has seen year-to-date growth of over 8% and on target to meet the goal of 2.085 million TEUs by 2013.
- The port remains a **strong and growing economic engine** for Hampton Roads, evidenced by the nearly two dozen expansions or locations of port dependent distribution and manufacturing facilities in the last eighteen months. These economic development announcements totaled more than 3.5 million square feet of space, 1,975 jobs and investments of \$361.1 million.
- The port industry has embarked on a campaign to educate and work hand in hand with local and regional economic development authorities to use **the port as an economic engine for continued business growth**. On the state level the first ever port related economic development tax incentives was passed. These include a Port Volume Increase Tax Credit; Barge & Rail Usage Tax Credit; International Trade Facility Tax Credit and the creation of a Port of Virginia Economic & Infrastructure Development Zone.
- In 2012 the port saw the addition of 4 new ocean carrier services and gained direct vessel service in two new trade lanes, the Caribbean and Africa, which have driven 8% **cargo volume growth** and a 9% **growth in ship calls**.
- The completion of the Norfolk Southern Heartland Corridor rail project and addition of the CSX National Gateway rail project have driven **rail growth of discretionary cargo** 15% YTD through August of 2012. The port has seen growth of over 100% in **volume through the inland barge connection** via the James River to Richmond, VA. A second weekly trip has been added to the service.
- The port is achieving their goal of cargo diversification through enhanced attention to roll on/ roll off cargo and bulk cargo.

- The number of automobiles handled in the port is up 19%.
- Perdue has expanded their bulk grain loading facility in Chesapeake and is looking at building another facility in Hampton Roads.
- A wood pellet export facility has opened for Enviva in Chesapeake.
- Eco-Fuels contracted to build a wood pellet export facility on the Portsmouth Marine Terminal.
- **The port achieved ISO 14001 environmental certification.**
- Virginia Port Authority received an **environmental practices award** from the American Association of Port Authorities and was named to the River Star Hall of Fame by the Elizabeth River Project.
- The Maritime Logistic park development has moved along with Green Mount Roasters announcing investment in a manufacturing facility in Isle of Wight County and the CenterPoint Intermodal Park in Suffolk secured their first two tenants, Ace Hardware Distribution and Navy Exchange Distribution.

Achievable goals in the coming year:

- Increase container volumes 6% in calendar year 2013.
- Increase Achieve Alternative Site Framework status for Hampton Roads Foreign Trade Zone # 20.
- Double the number of companies using the Hampton Roads Foreign trade Zone.

Sense of Place

The Hampton Roads Partnership, Urban Land Institute Hampton Roads District Council, has taken the lead in developing and implementing an initiative that will help define the characteristics that make Hampton Roads special or unique, as well as foster a sense of authentic human attachment and belonging.

Identified by Federal Sub-committee:

Action 1: Continue to enhance the current culture and movement that reinforces relationships with Hampton Roads communities and organizations in the region to work together on mutual goals in order to achieve public awareness and appreciation of the economic value of the Federal assets in the region to the Hampton Roads community, the Commonwealth and the Nation.

Action 2: Involve the international community (ports, international science, etc.) in order to achieve public awareness and appreciation of the economic value of the Federal assets in the region to the Hampton Roads community, the Commonwealth and the Nation.

Action 3: Promote Hampton Roads as part of the global economy in order to achieve public awareness and appreciation of the economic value of the Federal assets in the region to the Hampton Roads community, the Commonwealth and the Nation.

Identified by Port Sub-committee:

Action 1: Engage citizens in issues of importance to the Port and benefits to the region's economic health to build public awareness in order to gain public support and appreciation of the economic value of the Port to the Hampton Roads region, the Commonwealth of Virginia and the Nation.

Progress:

- **Reality Check Hampton Roads** was a “game changer” event held May 17, 2012 with 300 Hampton Roads citizens, from Isle of Wight and Williamsburg to Chesapeake and Virginia Beach working to envision the future of land use in the region. Working around maps with no city or county lines, the participants in the **Reality Check Hampton Roads** exercise agreed that providing residents with more transportation options is a high priority. Using LEGOs and string to represent jobs, housing, roads and mass transit, the participants were tasked with determining where 350,000 more people might live and work in the year 2035. For more detail go to the website at <http://www.realitycheckhr.org/>

Achievable goals in the coming year:

- **Hampton Roads Reality Check** – The Game Day recommendations with specific actionable steps will be presented in a public meeting in November, 2012.

Tourism/Arts & Culture

The Coastal Virginia Tourism Alliance and the Virginia Arts Festival are two lead organizations responsible for implementing this component of Vision Hampton Roads.

OBJECTIVE 3: Hampton Roads will be the Premier Year-Round Destination of distinction and appeal to travelers while significantly increasing quality of life for residents by leveraging the variety of attractions, arts and culture, venues and performances and recreational opportunities that exist in the region.

Strategy 1: Develop and promote a brand identity to capture the region’s diversity as the gateway to a Virginia vacation.

Action 1: Develop products that extend the tourism season in Hampton Roads.

Action 2: Invest in arts and culture offerings that support travel and tourism, enhance the quality of life for residents of the region and attract creative and entrepreneurial knowledge workers to relocate to the region.

Action 3: Promote the region’s existing and new venues as innovative complements to the Hampton Roads’ tourism, arts and culture experience.

Action 4: Define, develop and promote Hampton Roads as an eco-friendly tourism destination.

Action 5: Develop identification of and a regional awareness of travel and tourism target markets for Hampton Roads, including intraregional.

Strategy 2: Attract economic investment in Hampton Roads by providing an exceptional quality of life made possible by the region’s tourism and arts and culture experience.

Action 1: Ensure existing arts and culture facilities are properly provided with consistent funding and dynamic programming.

Action 2: Determine local populace’s unmet and supportable arts and cultural needs and expand the current programming to encompass those activities and events.

Action 3: Augment marketing strategies for the region’s current tourism, arts and culture opportunities outside the state, both nationally and internationally.

Action 4: Attract new businesses and leverage existing business services and products to help the region tell its “brand identity” story.

Action 5: Quantify, through research, the economic impact of travel and tourism for new, significant investment in Tourism and Arts & Culture.

Strategy 3: Create sustainable regional tourism and a diverse arts and culture experience that is consistently funded, well coordinated and fully appreciated by the community.

Action 1: Quantify and clearly articulate the depth, scope and quality of the economic and lifestyle impact of tourism, arts and culture in Hampton Roads.

Progress:

- **2012 Virginia Arts Festival** – 2012 marked the 16th season of this significant economic and tourism boost for Hampton Roads and the Commonwealth of Virginia held from April 16 – June 6. Travelers from 42 states and seven countries to celebrate eight weeks of world class performances. A total of 163 groups attending the Festival via motor coaches/buses. The Festival presented several highly anticipated debuts, including performances by operatic icon Renee Fleming and the world-renowned American Ballet Theatre's production of Giselle. Festival Williamsburg welcomed cabaret starlet Jane Krakowski of "30 Rock" fame, in addition to a rare performance of Mahler's 8th Symphony with JoAnn Falletta, the Virginia Symphony Orchestra and over 500 artists. Additionally the Arts Festival produced the regions first Chocolate Festival in March 2012. The Arts Festival also held arts education and outreach events throughout the year. This year 31,389 students were reached; 18 cities/counties represented; 7 student matinees held; and, 83 workshops and in-school events were held.
- **State support for Virginia Tourism Corporation** – Program funds were added to the Virginia Tourism Corporation that include incentives for film attraction and general marketing. VTC hosted a travel writers FAM with stops in Virginia Beach, Norfolk, and Williamsburg, showcasing food offerings in each city as well as the highlighting the 2012 Virginia Arts Festival.
- **Coastal Virginia Tourism Alliance growth** – formerly the Southern Virginia Tourism Alliance expanded its membership to include communities on the Eastern Shore (an office is now open on the Chesapeake Bay Bridge Tunnel Island) and both Norfolk International and Newport News-Williamsburg airports. This reinvigorated alliance provides opportunity for the region's meeting planners to come together, show their interdependence and market the region collectively. The website is: <http://www.visitcoastalvirginia.com/>. In 2012 Anthony DiFilippo with *VisitNorfolk* will be the regional Board Chair for the next two years and the Partnership has an ex officio seat with the Alliance.
- **Marketing Strategies in support of regional tourism, arts and culture programs:** *VisitNorfolk* worked with Virginia Beach CVB to contract "food tours" and underwrote a FAM of travel writers to kick it off; *VisitNorfolk* worked with the Beach and other Coastal Virginia cities on two motor coach FAM tours; *VisitNorfolk* hosted a FAM for all of the Visitor Centers in Virginia (117) which included a mini-FAM to Portsmouth.

- **Cross-visitation Study** – The inter-city study commissioned by VisitNorfolk and the Virginia Beach CVB was completed. Over 2,000 visitors to Norfolk/Virginia Beach were surveyed. Preliminary results were reviewed on 9/14/12. Study data makes a strong case for the value of inter-city visitation, i.e. people that visited both cities stayed longer, spent more money, and had an average income of almost \$90,000.
- **Diverse arts and cultural experience** - The Virginia Arts Festival continues to be committed to diverse programming reflective of the entire community they serve. Multicultural artists are always prominently featured during the festival season and have historically drawn audiences that are 40%+ minority. In 2012, The Festival presented Lula Washington Dance Theatre (LWDT) Residency, Ailey II Residency, and Imani Winds Residency.
- **Williamsburg/Jamestown/Yorktown – America’s Historic Triangle Collaborative** – This historic collaborative created as Task Force developed and compiled research materials serving as a foundation to the simultaneous comprehensive planning effort that is underway the City of Williamsburg, James City County and York County in 2012.
- **STEAM in STEM** – Vision Hampton Roads inspired a group from the arts community to develop and implement a plan to put the STEAM in STEM. The focus is on putting arts and creativity into science, technology, engineering and math.
- **Mid-Atlantic Regional Spaceport (MARS)** at Wallops Island on Virginia’s Eastern Shore was rebuilt for use by the Taurus II in a launch that occurred in 2011. This facility is developing as a *spacecoast/spaceport* tourism site.

Achievable goals in the coming year:

- The 2013 **Virginia Arts Festival** schedule will be released in October, 2012. The Festival conducted an Economic & Fiscal Impact Study during the 2012 season to determine the overall impact on the state and regional economy. The results of the study will be released in October, 2012. Key to the report is tourism impact and the impact on the educational outreach programs of the Festival.
- The **Coastal Virginia Tourism Alliance** has set the following goals:
 - Collectively CVTA members have worked with local and state officials to foster the use of Coastal Virginia in future Virginia Tourism Corporation publication. The designation will be Coastal Virginia/Hampton Roads.

- CVTA has joined forces with the Norfolk Tourism Research Foundation (sister organization of VisitNorfolk) and the Virginia Tourism Corporation (VTC) to develop a memo of understanding with Old Dominion University to develop long-term travel industry research for the region. The MOU is expected to be finalized this Fall and an initial study initiated by the end of 2012.
- CVTA members will continue to join forces at industry trade shows, aligning display booths to showcase all of the Coastal Virginia offerings available to meeting planners.
- *VisitNorfolk* – working with CVTA members and the Virginia Tourism Corporation has orchestrated two Familiarization Tours (FAMS) showcasing our region.
- CVTA will conduct a “Thank the Visitors” Day at Norfolk International Airport during National Tourism Week.
- CVTA continues to work with Virginia Green to have individual cities (and, ultimately, the region) designated as “green.”
- An electronic version of an interactive regional map is in the final stages of production. The board is scheduled to approve the final bid at its September meeting, with the map going “live” prior to the end of the year.
- CVTA has produced a “Value of Tourism” video.

2010 Vision Hampton Roads Priority Projects – Status Report

Under Section VI of *Vision Hampton Roads* an addendum of prioritized projects, programs and activities were included. The following summary provides a status report of those priorities:

Project: Innovate! Hampton Roads

Objective, Strategy, Action: 4.1.1-5; 4.2.2

Assigned as top priority of *Vision Hampton Roads*, Innovate! Hampton Roads (I!HR) is a system to develop technology clusters and a regional Entrepreneurial Support Network (ESN).

Progress:

I!HR continues to build awareness, partnerships and momentum. Please refer to pages 49-51.

Regional Successes:

- *First Landing Innovation Partners*, an early seed stage venture capital fund that invests in startup companies in Hampton Roads is created
- *Pixides Management*, a venture capital fund is created
- Hampton Roads Regional Day held on May 6, 2011 focused on Entrepreneurship
- I!HR takes the first five companies through the Economic Gardening Network with the Edward Lowe Foundation (<http://hamptonroads.nationalcentereg.org/>)

Project: Capital Improvement Plan for the Northampton Boulevard Strategic Growth Area

Objective, Strategy, Action: 1.1.2

Progress:

- Acquisition of property underway for Phase I of the project, with construction targeted to begin by year end, bringing basic utilities and services

Project: Route 58 transportation infrastructure

Objective, Strategy, Action: 2.1; 2.2.2; & 2.4.2

Progress:

- *Rt. 58 widening design project - 60% complete.*
- *Received \$10 Million in matching dollars from the VDOT revenue sharing program.*

Project: First Street Extension connecting Crawford Circle to Wavy Street

Objective, Strategy, Action: 2.4.4

Progress: *The city did not qualify for federal funds to subsidize this project. The project is placed on hold indefinitely.*

Project: Shirley T. Holland Intermodal Park

Objective, Strategy, Action: 2.4.2

Progress:

- *The \$1 million POD gas step-down station has been installed in the Intermodal Park and paid for by Columbia Gas. It was designed to handle the capacity required specifically for Green Mountain Coffee, but also has the flexibility to serve other future users with additional upgrades to the station. (Green Mountain Coffee is opening a roasting, grinding and packaging facility that will generate 800 new jobs over the next five years).*
- *Dominion Virginia Power has installed additional power equipment to serve Green Mountain Coffee. Community Electric Cooperative (also serving a portion of Phase III of the Intermodal Park) also made some significant system upgrades outside the park that will benefit future development in Phase III.*

Project: Franklin Southampton County Business Park infrastructure

Objective, Strategy Action: 4.1.1.

Progress:

- *144 acres were sold to Enviva LP for the construction of a wood pellet manufacturing facility*
- *The County was awarded a \$700,000.00 grant from DHCD for the extension of water and sewer*
- *Efforts continuing to market the remaining 80 acres of the park to various industrial prospects*

VISION HAMPTON ROADS STRATEGY COMMITTEE

Sector	Name	Affiliation	Position
Public Sector	Jim Batterson	Commonwealth of Virginia, Senior Advisor, Education	Senior Advisor, Education
	Judy Begland	Opportunity Inc. of Hampton Roads	President and CEO
	Jerry A. Bridges	Virginia Port Authority	Executive Director
	John Broderick	Old Dominion University	President
	Deborah M. DiCroce	Hampton Roads Community Foundation	President
	Anthony J. DiFilippo	VisitNorfolk (rep Coastal VA Tourism Alliance)	President and CEO
	Dwight Farmer	Hampton Roads Planning District Commission	Executive Director
	Larry Filer	Old Dominion University	Director, ODU MBA Program
	Greg Grootendorst	Hampton Roads Planning District Commission	Chief Economist
	Russell Held	Virginia Port Authority	Deputy Executive Director-Development
	Matthew James	Peninsula Council for Workforce Development	President and CEO
	Suzanne Puryear	The Planning Council	President
	James Spore	Hampton Roads Chief Administrative Officers	Chair
	Lesa B. Roe	NASA Langley Research Center	Director

	Charles Stuppard	U.S. Navy Region, Mid-Atlantic	Commanding Officer, Joint Expeditionary Base (Little Creek-Fort Story)
	Jack Tuttle	City of Williamsburg	City Manager
	Frank W. Wagner	Virginia General Assembly	Senator, District 7
	Roy Whitney	Jefferson Lab	Chief Scientist/ CIO
Private Sector	David L. Bernd	Sentara Healthcare	President
	Joseph F. Bouchard	Cox Communications	Director, Gov't Sales
	Ronald Ritter	Virginia Ship Repair Association	President & CEO
	J. Robert Bray	Kaufman & Canoles Consulting, LLC	Senior Advisor
	Regina Brayboy	Virginia International Terminals	Financial Officer
	J. William Cofer	Virginia Pilot Association	President
	Arthur L. Collins	HRPDC	retired
	George Crawley	200+ Men, Inc.-Hampton Roads Chapter	Chairman
	Rob Cross	Virginia Arts Festival	Executive and Artistic Director
	E. Dana Dickens	Hampton Roads Partnership	President and CEO
	Doug Dwoyer	Innovate Hampton Roads	Program Manager
	Jack Ezzell	ZEL Technologies	President
	Thomas R. Frantz	Williams Mullen	President and COO
	Darryl W. Gosnell	Hampton Roads Economic Development Alliance	President & CEO
	William M. Grace	Grace Industries	President
	Louis S. Haddad	Armada Hoffler	President & CEO
	Robert R. Harper	Northrop Grumman	retired
	Thomas G. Johnson	Willcox & Savage, PC	Chairman of the Firm

	David Mele	Virginian-Pilot	President & Publisher
	Rick Lally	Innovate!HamptonRoads	Executive Director
	Harry T. Lester	Eastern Virginia Medical School	President
	Thomas M. Little	International Longshoreman's Association	Hampton Roads District
	Vincent J. Mastracco	Kaufman & Canoles Consulting, LLC	Partner
	Gary T. McCollum	Cox Communications Hampton Roads, LLC	Vice President & Region Manager
	Juan Montero	Mid-Atlantic Shippers' Association	Retired physician
	Art Moye	Virginia Maritime Association	Executive Vice President
	Craig Quigley	Hampton Roads Military and Federal Facilities Alliance	Executive Director
	Donald Seale	Norfolk Southern Corporation	Executive VP & Chief Marketing Officer
	Digby A. Solomon	Daily Press, Inc.	President, Publisher & CEO
	Deborah K. Stearns	Harvey Lindsay Commercial Real Estate	Senior Vice President
	David Tynch	Cooper Spong & Davis	Managing Partner
	Alan S. Witt	Witt Mares	Principle
	Joseph R. Witt	Old Point National Bank	Executive Vice President



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